MAY 21, 1945

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BROADCASTING

The Weekly
agazine of Radio

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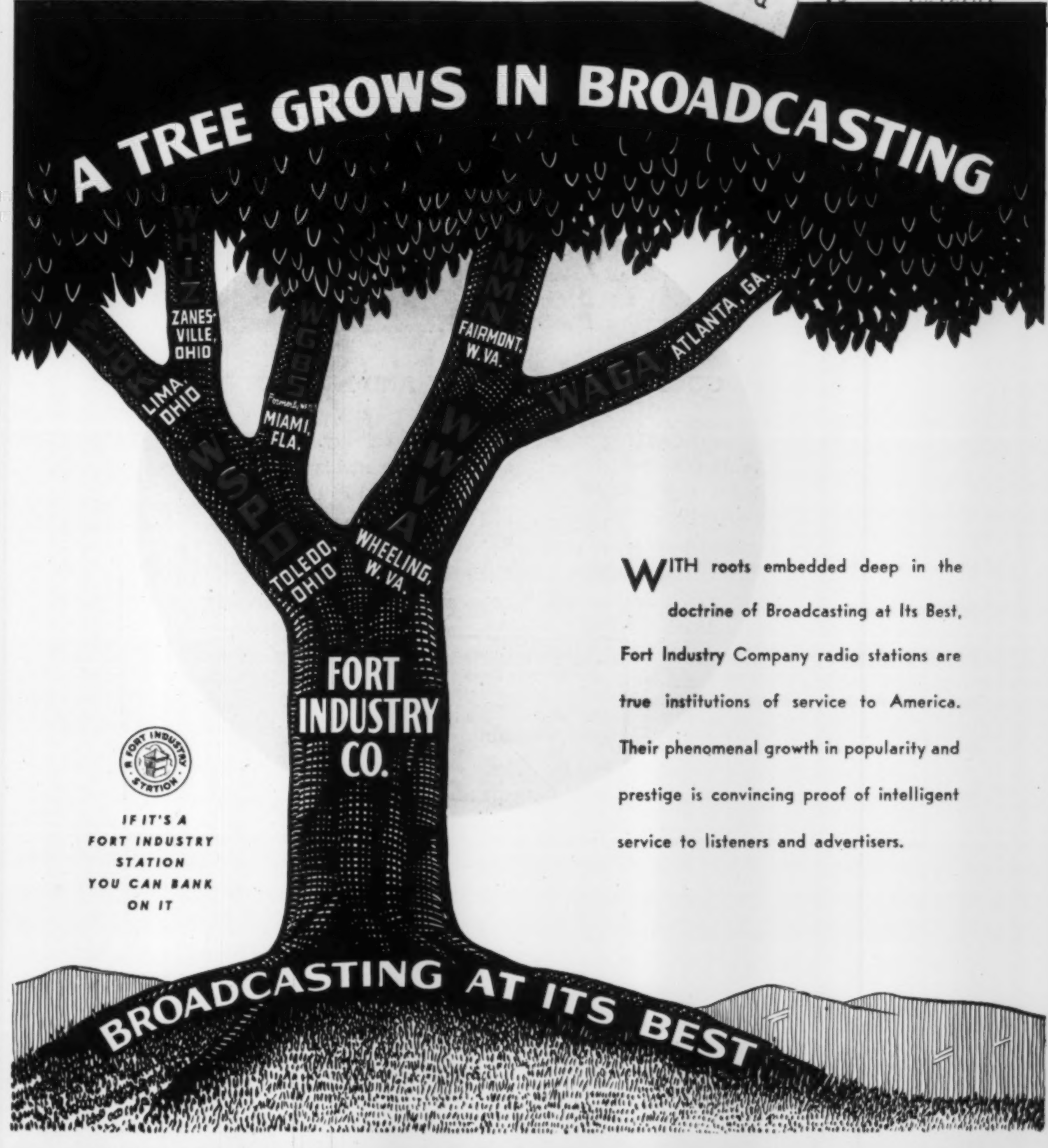

A TREE GROWS IN BROADCASTING
WHIZ
ZANESVILLE, OHIO
LIMA, OHIO
WGBS
Formerly
MIAMI, FLA.
WMMN
FAIRMONT, W. VA.
WAGA
ATLANTA, GA.
WSPD
TOLEDO, OHIO
WWVA
WHEELING, W. VA.
FORT INDUSTRY CO.
BROADCASTING AT ITS BEST
A FORT INDUSTRY STATION

WITH roots embedded deep in the doctrine of Broadcasting at Its Best, Fort Industry Company radio stations are true institutions of service to America. Their phenomenal growth in popularity and prestige is convincing proof of intelligent service to listeners and advertisers.

IF IT'S A FORT INDUSTRY STATION YOU CAN BANK ON IT

Available through Leading Radio Equipment Distributors!

AMPEREX

WATER AND AIR COOLED TRANSMITTING AND RECTIFYING TUBES

The more popular AMPEREX tubes are available through leading radio equipment distributors. Thus, engineers may now obtain many of our standard tube types with minimum delay. The AMPEREX line, especially for industrial and electro-medical applications, is probably the most complete in the industry. AMPEREX engineers pioneered in the design and development of these types, and our name stamped on a "bottle" designates longer life with corresponding economy. If we can be of service to you, on present or peacetime assignments, we will be very glad to oblige.

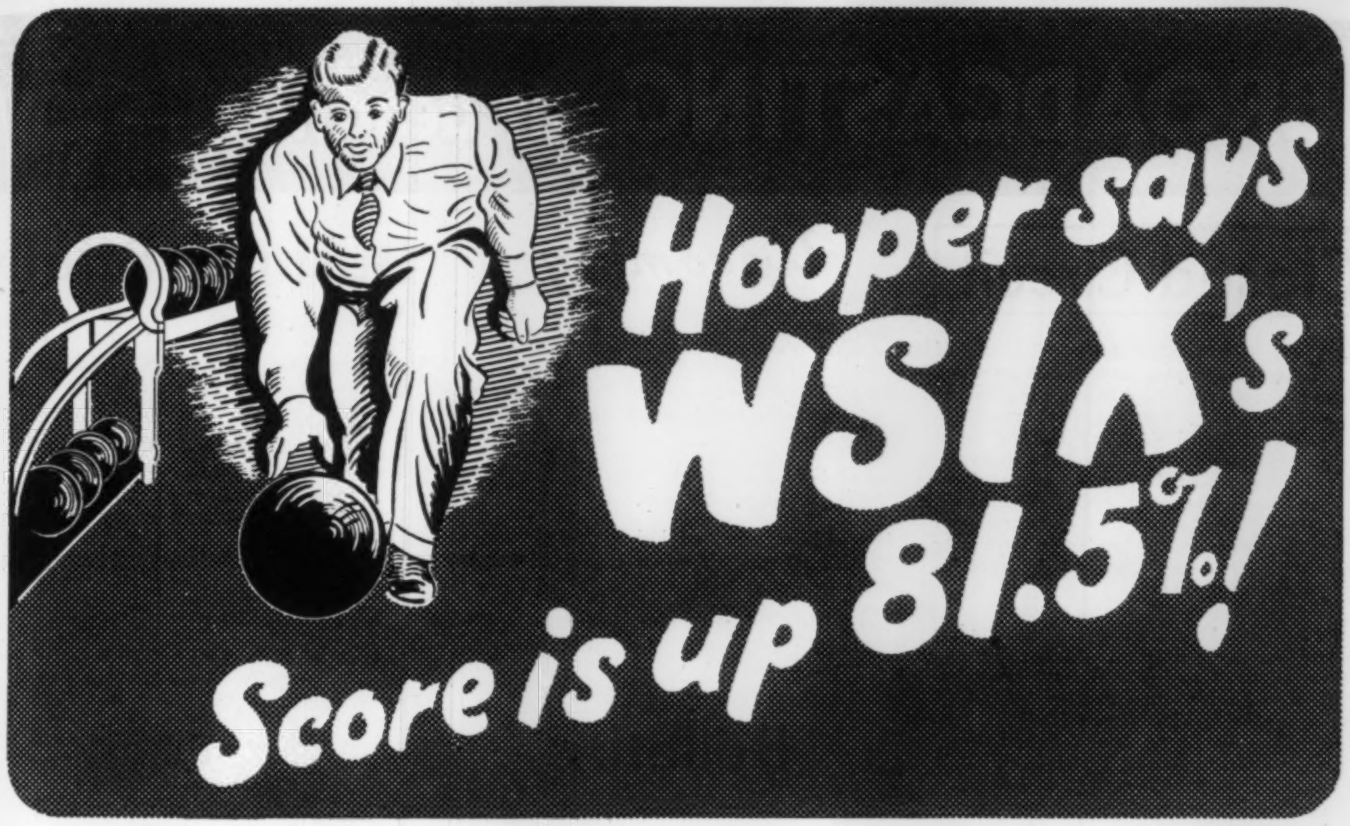
AMPEREX

. . . the high performance tube

AMPEREX ELECTRONIC CORPORATION

79 WASHINGTON ST., BROOKLYN 1, N. Y. . . . Export Div.: 13 E. 40th St., N. Y. 16, N. Y., Cables: "ARLAB"

WASTEPAPER IS A CRITICAL WAR REQUIREMENT . . . SAVE EVERY SCRAP


Hooper says
WSIX's
Score is up 81.5%!

Hooper says there are no pins left standing when your advertising dollars start rolling for strikes via WSIX. During the two-year period ending in January, WSIX's all-day listening average increased 81.5%! This rich Middle-Tennessee market is booming as never before.

And WSIX, The Voice of Tennesee's Capital City—with the most day-time listeners, the top shows of both the Blue and Mutual Networks and a low unit cost in a market with over a million potential buyers who really believe in spending their money—is ready to go to work for you.

REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

WSIX
The Voice of Tennessee's Capital City
NASHVILLE
TENNESSEE

5000
WATTS

980
KILOCYCLES

Published every Monday, 53rd issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C.
Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline

Closed Circuit

DON'T BE SURPRISED if the FCC extends the standard broadcast band to 540 kc when proposed allocations below 25 mc are released this week (probably Monday). NAB urged it; so did RTPB Panel 4. Navy blocked early moves to include the 540 channel in the standard band but reportedly agreed to acquiesce after the war. Whether the Commission will designate the new channel as clear, regional or local is unknown, but majority reportedly favor making it a local channel, thus providing many more stations.

ALONG PURELY political lines, opposition has developed to reappointment of Gov. Norman S. Case (R-R. I.) to FCC. A charter member of the Commission appointed in 1934, Gov. Case is opposed by Sen. Green (D-R. I.), who defeated him in Rhode Island gubernatorial election in 1932. Chairman Porter is all out in support of Case reappointment on merit. A New York Republican is said to be endorsed by Democratic Committee for appointment when Gov. Case's seven-year term expires June 30.

LEW AVERY, personable director of broadcast advertising of the NAB, may be contemplating going into business for himself. He has told friends he does not plan to remain in trade association activity for good. He has considered proposals to enter national radio representation. His name has been linked with an important figure in midwest representation and with national authority on retail advertising in possible formation of new firm. Mr. Avery, former sales manager of Buffalo Broadcasting Co. and for years with Free & Peters Inc., Chicago, is noncommittal.

LT. COL. HAROLD B. RORKE, assistant chief of public relations, Army Air Forces, is looking forward to an honorable discharge. Formerly assistant information director of CBS in New York and before that head of the CBS information department in Hollywood, Col. Rorke has more than tentative plans. It wouldn't be surprising to see him wind up with one of the larger agencies, probably to headquarter in Chicago.

ATC plane schedules frustrated plans of Chairman Paul A. Porter to confer with President Truman May 14 at what was to have been their first formal conference since the Missourian assumed the Presidency. Subject of conference was to have been international telegraph and cable merger, but broadcasting doubtless would have been discussed. Date postponed until Mr. Porter's return probably at end of month.

WHEN THE next broadcast emanates from the White House, the new two-microphone rack—one lead for all radio pickups and another for newsreels—probably will be used. This simplified arrangement, one of several radio innovations planned for President Truman, is

(Continued on page 78)

Upcoming

May 22-23: Mutual Board meeting, Drake Hotel, Chicago.

May 23: Telecommunications conference, State Dept., Washington, to review Inter-American Radio Conference agenda.

May 24: Directors of the FMBI at Ambassador East, Chicago, 10 a.m.

May 24: Meeting of industry engineers at FCC, 10 a.m. to select committee for FM propagation tests.

June 13: Oral argument, WOV New York transfer of control (postponed from May 23).

Bulletins

ARMY HOUR on NBC will be cut to half-hour, Niles Trammell, network president, indicated Friday following receipt of letter from Col. Edwin Kirby, chief, Radio Branch, Bureau of Public Relations, War Dept. Noting progress of war, Col. Kirby advised NBC that War Dept. would require only half its present time period and asked for first half-hour segment beginning at 3:30 p.m., effective July 15. Acknowledging letter, Mr. Trammell said three-year-old program has done outstanding job in keeping home front abreast of activities of American troops around the world. "We have had a number of requests from advertisers for Sunday afternoon time if any should be available and all are being given due consideration," he said.

* * *

FIRST NAVY-produced network series was assured Friday when Rear Adm. Harold B. Miller, USN, new Navy Public Relations head, approved half-hour 26-week nighttime series on Blue, scheduled to start this summer. Subject will be exploits of the Fast Carrier Task Force of the Pacific Fleet, produced and directed by Lt. Arthur Kurlan, USNR, of Navy Radio Section, Public Relations, an ex-writer for *Campbell Playhouse* and other programs. Adrian Samish, Blue program and production manager, and Lt. Comdr. Charles E. Dillon, acting officer in charge, Navy Radio Section, and former Red Cross radio director, are supervising.

* * *

REVIEWING the American Broadcasting Co.'s plans to build a network that will allow advertisers to reach the public at a low cost per listener in the postwar era, Chester J. Laroche, vice-chairman, at a news luncheon in New York last Friday, revealed that stock in the network had been offered to 15 top executives "who are there to help make it good." The time has not yet arrived for the sale of stock to affiliate stations, he said, but that plan has not been abandoned and may be carried out in about six months or a year. He denied a report that Time Inc. is increasing its holdings of the network's stock, amounting to 12½%.

Business Briefly

FRED ALLEN TO RETURN ● Standard Brands Friday afternoon signed a two-year non-cancellable contract with Fred Allen through his agent, William Morris Agency, for a program on NBC Sunday 8:30-9 p.m., beginning Oct. 7. Reportedly calling for $20,000 payment weekly, contract provides for two 39-week runs with summer vacations. J. Walter Thompson Co., agency for C&S Coffee and Tenderleaf Tea, will handle the program, but product has not been determined. The Eddie Bracken show promoting Fleischmann's Yeast in that spot will be dropped May 27. Agency is Kenyon & Eckhardt.

GENERAL MILLS RENEWS ● General Mills Inc., Minneapolis (Betty Crocker Soups, Bisquick, Wheaties, Cheerioats and Gold Medal Kitchen Tested Flour) renewed four quarter-hour periods known as *General Mills Hour*, effective June 1, 52 weeks, 5 weekly, 1-2 p.m. CWT. First three quarter-hours *The Guiding Light, Today's Children, Women in White* on full NBC network. Agency is Knox Reeves Adv., Minneapolis. Fourth period, *Hymns of All Churches*, 4 times weekly, with *Betty Crocker* on Fridays on 38 NBC stations. Agency is Dancer, Fitzgerald & Sample, Chicago.

HOPE REPLACEMENT ● Pepsodent Division of Lever Bros., Chicago (Pepsodent products), on June 12 replaces Bob Hope for 13 weeks with *The Man Called X* on NBC stations, Tuesday 10-10:30 p.m. (EWT). Secret agent series stars Herbert Marshall with Ge Ge Pearson. Felix Mills is assigned musical director. Jack Johnstone is producer for agency, Foote, Cone & Belding.

SOTER NAMES AGENCY ● F. & E. Soter Tobacco Corp., New York, maker of Lady Hamilton cigarettes, has appointed Sheldon, Quick & McElroy Inc., New York, to handle advertising. Newspapers are being used and spot announcements are under consideration.

DUNNINGER FOR RINSO ● Lever Bros. Co., Cambridge, Mass., for Rinso, on June 8 starts 13-week Dunninger program replacing *Amos 'n' Andy* on 139 CBS stations.

STEAKS AT OMAHA

IN THE EYES of two dozen broadcasters Omaha was the radio capital of the world last week and John J. Gillin Jr., WOW Omaha general manager, was its head man. Steaks, ribs of beef and wild duck with wild rice were only a few of the prime dishes served during the meeting of the NAB board there Wednesday and Thursday. Meetings were held in the sumptuous Woodmen of the World quarters. The board presented Host and Hostess Gillin with a silver tray and goblets in appreciation.

more than

49¢ out of every dollar

spent in retail in

WEST VIRGINIA

is spent by listeners to

WCHS

CHARLESTON, W. VA.

5000 ON 580

Represented by Branham Co.

John A. Kennedy, Pres.
(on leave U. S. Navy)

Howard L. Chernoff
Managing Director

Executive's Wife in New Orleans
(ABOUT TO GO TO MARKET)

Or Farmer's Wife in Alabama
(ABOUT TO GO TO TOWN)

Folks turn first to—

WWL
NEW ORLEANS
A DEPARTMENT OF LOYOLA UNIVERSITY

THE GREATEST SELLING POWER IN THE SOUTH'S GREATEST CITY

50,000 Watts ★ Clear Channel ★ CBS Affiliate

Represented Nationally by The Katz Agency, Inc.

BROADCASTING
The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices: 870 National Press Bldg.
Washington 4, D. C. Telephone: ME 1022

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SOL TAISHOFF
Editor and Publisher

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CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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NEW YORK: S. J. Paul, *New York Advertising Manager;* Patricia Ann Foley.

CHICAGO: Florence Small, Mgr.; Jean Eldridge.

HOLLYWOOD: David Glickman, Mgr.; Marjorie Barmettler.

TORONTO: James Montagnes.

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WASHINGTON: Dorothy Young.

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CHICAGO: 360 N. Mich. Ave. CENtral 4115.
HOLLYWOOD: 1509 N. Vine St. GLadstone 7353.
TORONTO: 417 Harbour Commission Bldg. ELgin 8775.

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a slateful of KID SHOWS

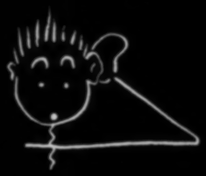
It may be "a pause in the day's occupation" to the poet, but to Mutual and its audience, The Children's Hour is one of the busiest periods in the whole radio day. From 5 to 6 p.m. every weekday, while parents beam (and listen) approvingly, youthful ears all over the land are bent to catch these four consecutive, top-notch Mutual programs:

5-5:15

CHICK CARTER . . . Treading his foster-father's footprints, placed by the immortal Nick, this junior sleuth tracks down consistent rating rewards, coast to coast.

5:15-5:30

SUPERMAN . . . Back at work for Kellogg, the Man of Tomorrow spans the continent five days a week, to the increasing delight of sponsor and listeners alike.



5:30-5:45

MYSTERY HOUSE . . . Fans from 3 to (so help us) 93 applaud this new show, which distinguishes clearly between healthy spine-tingling and sheer hysteria.

5:45-6

TOM MIX . . . Repeatedly rated the most popular daytime kid show on any network, the veteran straight-shooter is notching new sales records for Ralston.

The success of all four of these programs, audience-wise, and of two of them, sales-wise, is a double-action tribute: to the responsiveness of Mutual's young audience, and to the skill of Mutual's programmers.

And speaking of sales results—as who isn't—may we point out that what's being won at 5:15 and 5:45 could also be won at 5 (now available in individual markets) and 5:30 (now available on the full network)?

MUTUAL BROADCASTING SYSTEM

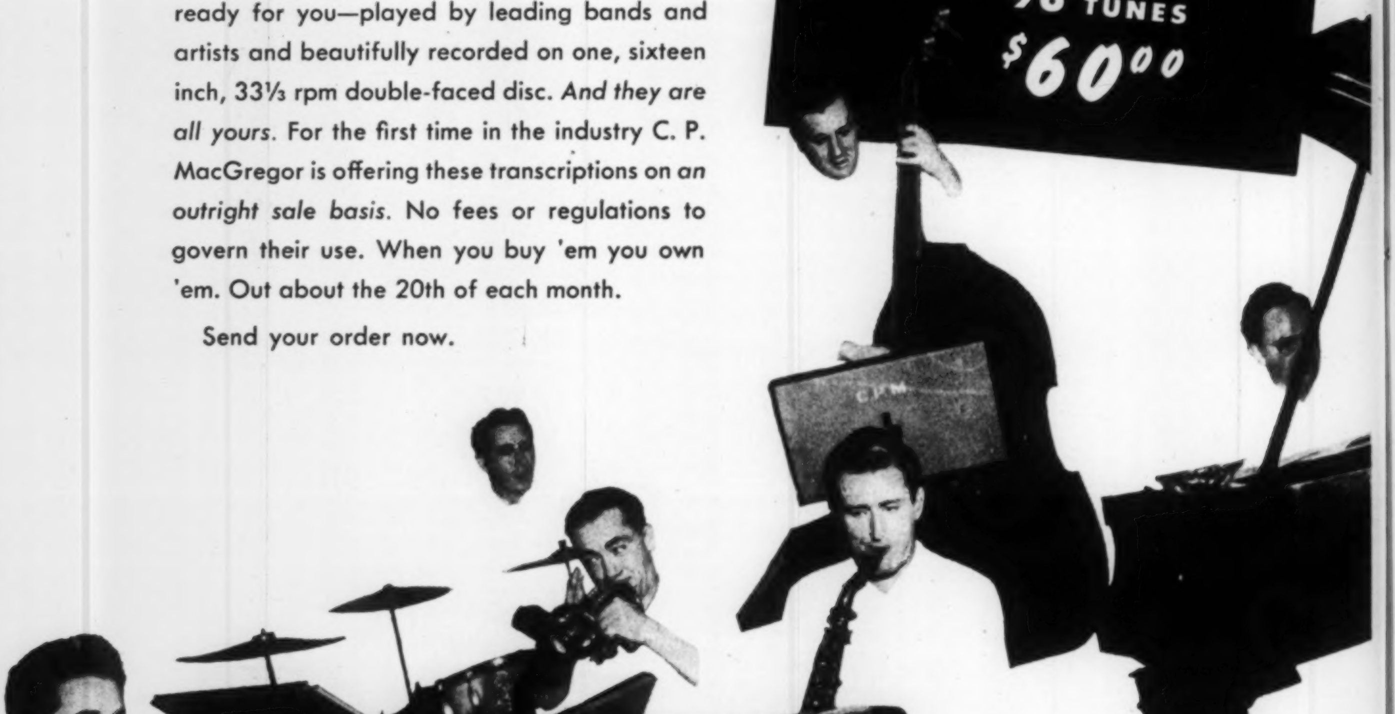
On "outright sale"

BMI HITS

featuring
TOP FLIGHT
BANDS *and* ARTISTS
12 ET's A YEAR
96 TUNES
$60.00

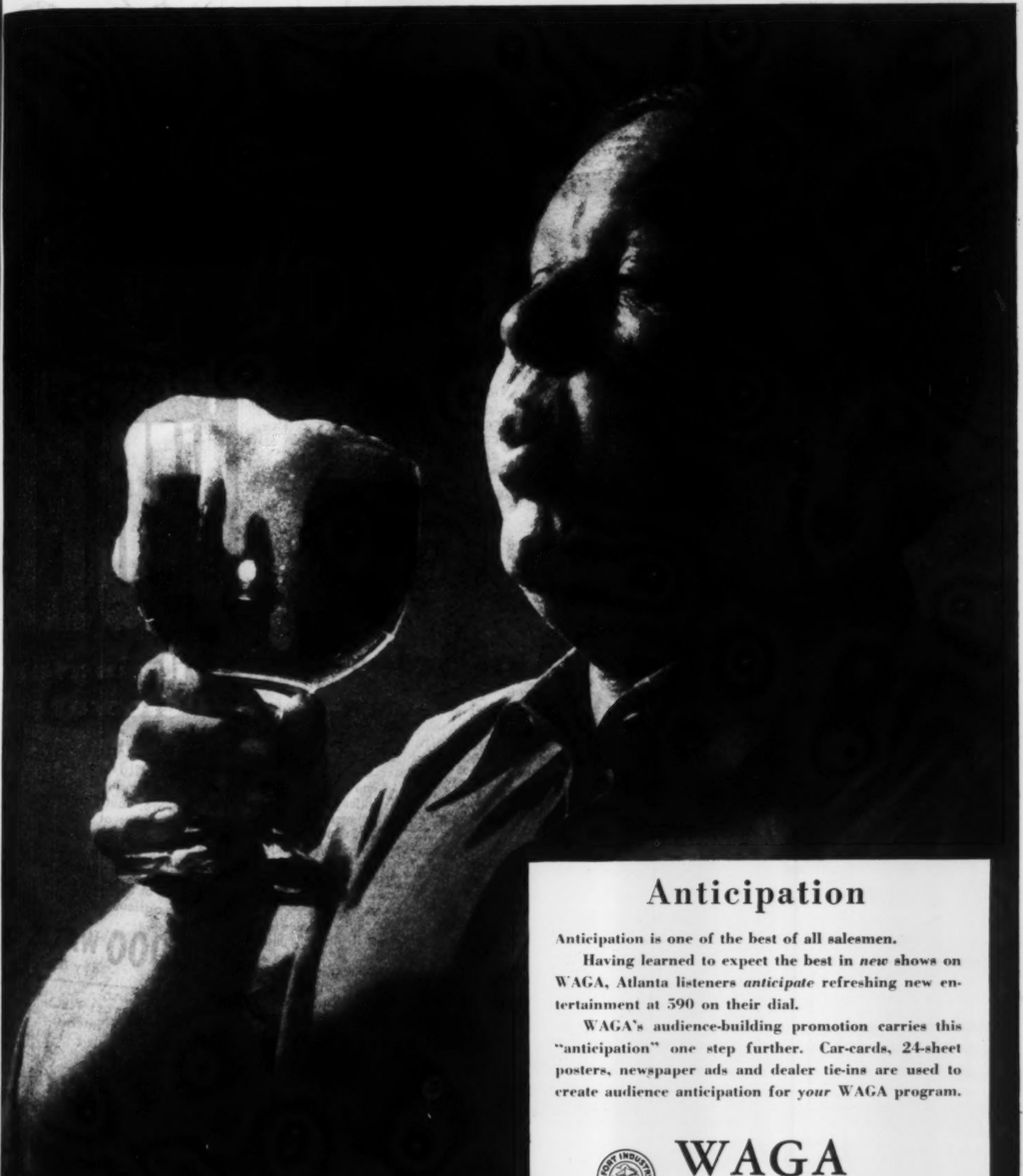
Here's the answer to a big demand—more, good B.M.I. music transcribed! Each month eight of the most popular B.M.I. and P.D. hit tunes are ready for you—played by leading bands and artists and beautifully recorded on one, sixteen inch, 33⅓ rpm double-faced disc. *And they are all yours.* For the first time in the industry C. P. MacGregor is offering these transcriptions on *an outright sale basis.* No fees or regulations to govern their use. When you buy 'em you own 'em. Out about the 20th of each month.

Send your order now.



C. P. MacGregor

729 SOUTH WESTERN AVENUE • HOLLYWOOD 5, CALIFORNIA



Anticipation

Anticipation is one of the best of all salesmen.

Having learned to expect the best in *new* shows on WAGA, Atlanta listeners *anticipate* refreshing new entertainment at 590 on their dial.

WAGA's audience-building promotion carries this "anticipation" one step further. Car-cards, 24-sheet posters, newspaper ads and dealer tie-ins are used to create audience anticipation for *your* WAGA program.

A FORT INDUSTRY STATION

WAGA
ATLANTA

5000 Watts on 590 Kcs. American Broadcasting Company.
Represented by Headley-Reed.

Ever see a station whose daytime Hooper "share of audience" averages

49.0%?

Perhaps . . .

. . . but how about a city where the daytime "sets-in-use" averages

21.8*?

NO? . . .

. . . then look at Lincoln -- we feel it's a rare result in a market of over 100,000 population.

In Fact,

KFOR has 80% more daytime audience according to Hooper than the next highest station.

* If you're interested in ratings, just multiply "sets-in-use" by "share of audience."

Represented by Edward Petry Co., Inc

KFOR

"Nebraska's Capital City Station"

LINCOLN
Nebraska

Gordon Gray, General Mgr.
Melvin Drake, Station Mgr.

Blue and Mutual Networks

Feature of the Week

TWENTY-THREE years ago tomorrow, May 22, 1922, 50 w WDAY went on the air from its one-room studio, transmitter and engineering quarters in Fargo, N. D. The staff was two people, Kenneth Hance and Earl Reineke.

Mr. Reineke

In the one room (it was 10 x 18 feet) was the transmitter, a battered, upright player piano, a phonograph, a table for the announcer - operator - sales force. The single motor generator was mounted on springs in an adjacent freight elevator shaft. On the roof of the building was the 30-foot antenna—considered a menace by Fargo citizens who could see little future in radio.

Today Earl Reineke is still active head of WDAY, a record some believe is unique in the 25-year-old industry. WDAY uses 5,000 w, occupies most of the top floor of the building across the street from its original quarters and owns a theater which is going to be remodeled into an up-to-the-minute radio plant as soon as war's end loosens up material and labor markets.

Those 23 years between were busy ones for Mr. Reineke. Growth at WDAY has been steady. In 1924 the station went to 100 w and by 1925 was ready for a commercial manager.

In 1928 the station went to 1000 w. WDAY became affiliated with CBS and after 11 months shifted to NBC.

By this time the staff had grown to eight people and space was at a premuim. The oldest local advertiser was building a fine eight-story building across the street and the top floor looked good to Reineke. So the oldest advertiser and the oldest station in the Northwest got together in the new building. In came carpets, acoustic celotex, grand pianos and a real pipe organ. In 1931 the station went to 5,000 w.

Even through the depression WDAY kept on making progress.

The secret of success at WDAY has been its desire to serve the listening audience always. On that foundation Mr. Reineke feels confident of the future.

Sellers of Sales

ONE of the first men in the industry to sell radio time is Hugh Rager, owner and managing director of First United Broadcasters, Chicago advertising agency.

Hugh was born in Roan, Ind., in 1888, and educated there. He left Roan to take his first job with the Chicago Wholesale Drug Goods Co. in Chicago as clerk. A year later he joined the Marshall Field Wholesale House in the same capacity, leaving there to sell stock and insurance.

HUGH

In 1915 he bought a neighborhood newspaper called the *North Side Sunday Citizen* and published it for five years. During World War I Hugh served in the Army as a private in the infantry on the Mexican border.

Becoming interested in radio in 1920 Hugh joined the *Radio Digest* (fan publication) staff as advertising manager. While serving on the staff, he opened the Bureau of Broadcasting to sell time on the air. This was one of the first representative organizations.

In 1927 he went with WJR Detroit as the station's first commercial manager. The next year he organized a radio department for the Kliag-Gibson Advertising Agency. A few years later Hugh became associated with Gene Dyer (now owner of WAIT Chicago) to open the Consolidated Broadcasting System in Chicago. The organization sold commercial broadcasting through lines with local stations.

Hugh originated First United Broadcasters in 1931 as a national representative firm and as an agency. For a year he straddled the fence as both agency and station rep. In 1932 he decided to specialize as an agency.

He is radio time buyer for the agency and handles the following accounts: Utilities Engineering Inst., Willard Tablet Co., Arvey Corp., Wayne School of Practical Nursing, and Turkey Run State Park.

He has been married for 18 years to the former Ann-Marie Wulp.

His only hobby is collecting different brands of cigarettes. He now has 95 different brands.

You sell with

WDEL

Wilmington Delaware

Your advertising on WDEL builds sales at low-cost for it reaches Delaware, Southern New Jersey, parts of Pennsylvania, Maryland and Virginia . . . a section always prosperous because of its rich industry and agriculture.

5000 WATTS
day & night

All the foremost NBC Programs . . . interest-building, local programming . . . your assurance of constant, profitable listenership.

NBC
BASIC
STATION

Represented by

RAYMER

MR. HOOPER SAYS . . .

"WRC NEWS PROGRAMS ARE BEST"

WRC
X
X
X
X
X
MR. HOOPER

In every competitive news period morning, afternoon and night, WRC leads. Topping them all is Esso News and Leif Eid commentary 6:00 to 6:15 p. m. daily with 8.4 . . . . *more audience than the next three stations combined*.

WRC's leadership goes beyond news programs. Dutch Bergman's sports comments rate 9.3. An evening record and spot period on WRC competing with a nationally known commentator is shaded for first place by .1! "Herson in Person", another WRC program, tops network competition.

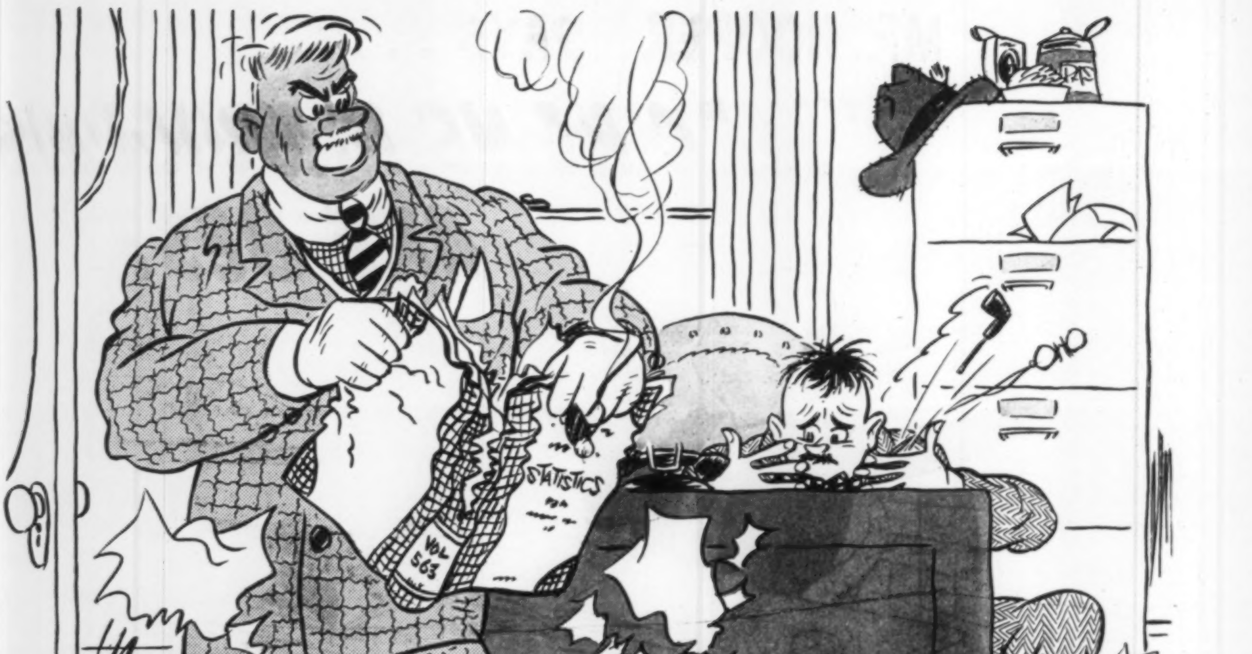
The final proof is given by the overwhelming preference of local advertisers. Only WRC carried advertising for all four Washington newspapers in 1944. On spot programs—on our woman's program local advertisers favor WRC by better than two to one.

Mr. Hooper says more people listen to WRC programs—local and network. By every dependable measurement *WRC* has been leading *continuously* for 22 years!

FIRST in WASHINGTON

WRC NBC

Represented by NBC SPOT SALES



"Now telephone F&P for the real dope!"

- Sure there's valuable information in data books! We use them all the time!

But for a true picture of any station or market, something more is required than mere statistics. Wise time-buying is often based on intimate acquaintance with a constantly-changing situation where only an expert knows whether a certain availability is exactly what an advertiser needs.

Almost anybody in radio from a janitor up will give "advice" and "inside information". F&P customers prefer to take theirs from an educated specialist who knows the necessity of being always accurate, honest and reliable. And that's a description of *all* our Colonels!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
IOWA	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
SOUTHEAST	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
SOUTHWEST	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KOIN	PORTLAND
KIRO	SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan*
Franklin 6373

NEW YORK: *444 Madison Ave.*
Plaza 5-4130

SAN FRANCISCO: *111 Sutter*
Sutter 4353

HOLLYWOOD: *6331 Hollywood*
Hollywood 2151

ATLANTA: *322 Palmer Bldg.*
Main 5667

BROADCASTING
and BROADCAST ADVERTISING

VOL. 28, No. 22 WASHINGTON, D. C., MAY 21, 1945 $5.00 A YEAR—15c A COPY

FM Decision Delayed as FCC Allocates

Tests to Be Made; Upstairs TV Assured

By BILL BAILEY

Allocations Table on page 16

BROADCAST ALLOCATIONS AT A GLANCE

PROPOSED ASSIGNMENTS

44-108 mc

ALTERNATIVE No. 1

FM—Educational, 50-54 mc; commercial, 54-68 mc.
TELEVISION—68-74 mc; 78-108 mc*.
FACSIMILE—48-50 mc.

ALTERNATIVE No. 2

FM—Educational, 68-72 mc; commercial, 72-86 mc.
TELEVISION—44-56 mc*; 60-66 mc*; 86-92 mc; 92-104 mc*.
FACSIMILE—66-68 mc.

ALTERNATIVE No. 3

FM—Educational, 84-88 mc; commercial, 88-102 mc.
TELEVISION—44-50 mc*, 54-78 mc*; 78-84 mc.
FACSIMILE—102-104 mc.

PERMANENT ASSIGNMENTS

TELEVISION—174-186 mc**; 186-216 mc*; 480-920 mc.

TELEVISION RELAY—1245-1325 mc.

FACSIMILE—470-480 mc.

EXPERIMENTAL BROADCAST—920-940 mc; 940-960 mc*.

CITIZENS' RADIO—460-470 mc.

---

* Shared with fixed & mobile.
** Shared with Government.

STILL GROPING for further technical data on which to assign FM permanently, the FCC Thursday allocated all segments of the spectrum above 25 mc except that portion from 44-108 mc, embracing the highly-controversial FM and low-definition television.

High-definition commercial television and facsimile, however, were assured when materials are available.

Meanwhile proposed allocations below 25 mc, including standard band and international broadcasting, were to be released today (Monday). The FCC and Interdepartment Radio Advisory Committee late Friday concluded a series of meetings in which minor differences were ironed out. One controversial issue below 25 mc was reported to be the proposed extension of the standard band to 540 kc.

Three FM Proposals

For FM the Commission proposed three alternatives, one to be assigned after engineering tests are made during the coming summer. They are (1) 50-68 mc; (2) 68-86 mc, (3) 84-102 mc, the latter proposed in the Commission's report last January [BROADCASTING, Jan. 16]. In each of the alternatives educational FM would be given the first 20 channels and commercial FM the remaining 70. An additional 2-mc, now proposed for facsimile, would be added to FM in the future inasmuch as facsimile eventually would be moved above 400 mc.

To determine which of the three alternatives will be selected the Commission authorized Chief Engineer George P. Adair to head a joint committee of industry and FCC engineers to conduct propagation studies during the coming summer. Mr. Adair has invited some 25 prominent engineers to attend a meeting at 10 a.m. Thursday (May 24) at Commission headquarters. At the conference the committee will be named and tests begun immediately to measure Sporadic E transmission and other vagaries.

Regardless of where FM finally goes, the Commission will allocate the 44-108 mc band as follows: Television, 36 mc (six channels); FM, 18 mc (first 20 channels for educational, next 70 for commercial); facsimile, 2 mc (to be given FM later); amateurs, 4 mc; non-government fixed and mobile services, 4 mc.

Permanent allocations for broadcast services above 108 mc include the following:

Television, 2 channels, 174-186 mc (shared with Government); 5 channels, 186-216 mc, (shared with fixed & mobile); 480-920 mc; television relay, 1245-1325 mc; experimental broadcasting, 920-940 mc; 940-960 mc (shared with fixed).

Facsimile, 470-480 mc.

Subscription radio was ignored.

Amateurs, 28-29.7 mc, 144-148 mc, 220-225 mc, 420-450 mc (when no longer needed for special air navigation aids), 1145-1245 mc, 2300-2450 mc, 5250-5650 mc, 10,000-10,500 mc, 21,000-22,000 mc.

Three principal changes were noted from the proposed report of January and the final allocations as released last Thursday afternoon following a conference between the FCC and IRAC. One involves enlargement of the band for industrial, scientific and medical devices in the 27 mc region. The second is the 13th television channel below 300 mc; third is division of a 6 mc band which was unassigned in the proposed allocations.

Two More to Facsimile

Two of the 6 mc in the heretofore unassigned band will go to facsimile, the remaining 4 to safety services. These include 36 channels for relay broadcast, 10 channels for relay press and 26 channels for general experimental, all to be shared with other services.

Assurance from the War Production Board that no production of AM, FM, television or facsimile transmitters or recivers will be possible during 1945 and not likely the first quarter of 1946 led the Commission to defer its allocation of FM until engineering tests are made. On the other hand, however, should Japan suddenly capitulate

(Continued on page 17)

NAB Board Fails to Name New Chief

Morency Draft Loses; Plenary Group Appointed

By SOL TAISHOFF

UNABLE to agree upon the selection of a new president and thwarted in its effort to draft Paul W. Morency, secretary and general manager of WTIC Hartford, for a one-year interim term, the NAB Board of Directors in Omaha last Thursday named a new presidential committee and endowed it with plenary power to select a new "operating head" as expeditiously as possible.

Zacher Refuses

J. Harold Ryan, who has served as temporary president for the past year, announced his intention of returning July 1 to his vice-presidency of the Fort Industry Co.

Mr. Morency, by unanimous vote of the Board, was asked to accept the temporary presidency but L. Edmund Zacher, president of Travelers Insurance Co., which owns WTIC, in reply to a board telegram, said he could not accede to the request. Presumably Mr. Zacher's refusal was premised upon Mr. Morency's value to the company after 16 years' service and its postwar plans in television and FM.

As a consequence of Mr. Morency's unavailability, the Board released, with a vote of commendation and thanks, the presidential selection committee which had served the past year and which had screened some 35 prospects for the presidency without avail. This committee had urged another interim appointment with the suggestion that selection of a permanent head be deferred until final victory.

The committee comprised Messrs. G. Richard Shafto, WIS Columbia, chairman; John J. Gillin Jr., WOW Omaha; James D. Shouse, WLW Cincinnati; Don S. Elias, WWNC Asheville, and Messrs. Ryan and Morency.

The Board then elected a new committee comprising Messrs. Shafto and Gillin, who were renamed, and T. A. M. Craven, vice-president, Cowles Broadcasting Co.; Dr. Frank Stanton, vice-president, CBS; J. Leonard Reinsch, managing director of WSB WIOD WHIO; and William B. Way, KVOO Tulsa.

This committee, which promptly elected Comdr. Craven chairman, was given broadest possible powers to select an operating head. This would permit it to name without further Board participation, either a permanent or interim president or an interim managing director. In the latter event it is presumed C. E. Arney Jr., secretary-treasurer, would resume the function he performed in early 1944 after the retirement of Neville Miller as president and prior to

(Continued on page 61)

New Code Places Radio, Press on Par

Security Is Only Factor; Broadcast Bans Are Eased

By SIDNEY SHELLEY

GOING much further than was thought possible several weeks ago, according to Director of Censorship Byron Price, a new Code of Wartime Practices, issued last Friday, embodies sweeping revisions and places radio and newspapers on equal footing for the first time.

The new Code, surprisingly short in text, lifts practically all restrictions on news from and to Europe and is based on security requirements related to the war with Japan.

In opposition to some who would have continued censorship for other and varied reasons, Mr. Price said at a news conference that the Code considers only military necessity. Inevitably, however, he added, there will be a short "hangover period" until the perfect order is established in the Atlantic and Europe and at least one more amendment to the Code will be necessary. He expressed hope that there will be an equally short hangover period for international communications which still are subject to some supervision.

Provisions Deleted

Summarizing the differences between the new and old editions of the Code, Mr. Price listed 20 provisions covering certain restrictions in the past, which have been deleted. They are:

Broadcasting programs in foreign languages, man-in-the-street programs and all weather forecasts.

Sabotage.

Air raids.

Troop movements except relating to the Pacific and Asiatic theaters.

Army and Navy unit identification except in Pacific and Asiatic.

Restrictions on ship construction.

Advance information on launching of merchantmen.

Shipyards.

Diplomatic exchange ships.

Plane movements except in Pacific and Asiatic.

Bomb shelters.

Production rates except specialized classes.

Imports, exports and stock piles of strategic materials.

All prisoners of war except Japanese.

Enemy aliens.

Hidden art treasures and archives.

President's movements except advance notice on route of travel.

Diplomatic missions.

Ranking Army and Navy officers except relating to Pacific and Asiatic.

Photograph and map requirements reduced accordingly.

A map giving combat area definition will be distributed with the Code late last week. Generally the area includes, besides the obvious war theaters, the east coast of Africa, the western part of the Panama Canal, the Aleutian Islands and part of the Alaskan peninsula.

Expanding upon some points in the new Code which might bear clarification, Mr. Price explained that mention may be made of troops which are shifted back to the United States from Europe even though they may be going on to the Pacific later. It was found necessary to include warships everywhere under the cloak of silence but the situation regarding merchantmen is purely temporary and may be eliminated entirely in the near future. He suggested clearing stories about ships in the Atlantic with the Office of Censorship since the situation is expected to change from day to day and

(*Continued on page 66*)

NEW CODE OF WARTIME PRACTICES

ALL MEDIA of publication and radio are asked not to publish or broadcast information in the following classes except when such information is made available for publication or broadcast by appropriate authority or is specifically cleared by the Office of Censorship:

(As used throughout this Code the term "Pacific-Asiatic area" means the Far Eastern combat zone, including the southwestern Alaskan peninsula, and the land and water areas of the entire Pacific Ocean except the coastal waters of South America, and extending westward on land and sea to and including Aden, Capetown and the east coast of Africa.)

War Plans

Secret war plans, or diplomatic negotiations or conversations which concern military operations.

Enemy Attacks

Information about actual or impending enemy attacks on continental United States.

Armed Forces

Identity, movement, or prospective movement of Allied Army, Navy, or Marine Corps units which are in, have been alerted for, or are on their way to, the Pacific-Asiatic area from American territory anywhere; those moving, or about to move directly from Europe to the Pacific-Asiatic area.

Exact composition, character and equipment of Allied troops which are in, or preparing for, service in the Pacific-Asiatic area.

Identification of members of the Allied Armed Forces with military or naval units or ships, when such units or ships are in, or en route to, or are returning from, the Pacific-Asiatic area.

Identification of combat casualties until made available by the War or Navy Departments or next of kin.

Ships

Identity, location, character, description, movements and prospective movements of naval vessels, transports, and convoys.

Identity, location, cargoes, movements and prospective movements of merchant vessels.

Existence of mine fields or other harbor defenses, including secret guides to navigators.

Dates of launchings and commissionings of naval vessels.

Information about the sinking or damaging from war causes of war or merchant vessels.

Planes

Disposition, composition, movements, missions or strength of Allied military air units within or proceeding to or from the Pacific-Asiatic area; military activities of commercial airlines in the Pacific-Asiatic area; information concerning new and current military aircraft and related items of equipment.

Fortifications and Installations

Location and description of fortifications, coast defense emplacements, antiaircraft guns and other air defense installations, including defense installation details of public airports used for military purposes; location or description of camouflaged objects.

Production

New and secret weapons, identity and location of plants making them; secret designs, formulas, processes or experiments connected with the war; rate of production of materiel used in or for specialized military operations; movement or transportation of war materiel.

Military Intelligence

Information concerning war intelligence or counterintelligence, operations, methods or equipment of the United States, its allies, or the enemy; secret detection devices; secret United States or Allied means or systems of military communications.

War Prisoners

Information as to arrival, movements, confinement or identity of military prisoners from the Pacific-Asiatic area.

Travel

Advance information on routes, times and methods of travel by the President; movements of ranking Army, Navy, and Marine officers to, from or within the Pacific-Asiatic area.

Photographs and Maps

Photographs or maps conveying any of the information specified in other sections of this Code; aerial photographs of harbors, war plants, military or vital defense installations.

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Senators, Porter On European Tour

Craney, Military Heads Also Inspecting Communications

A STUDY of American communications facilities in Europe and a survey of military equipment, estimated to be worth $160,000,000, is being undertaken this week by a group of Senators, accompanied by Paul A. Porter, FCC Chairman; one prominent American broadcaster, and Army and Navy communications heads, who left Washington last Monday for a 10-day tour of Europe [CLOSED CIRCUIT, May 14].

Mr. Craney

During Mr. Porter's absence, Paul A. Walker, vice-chairman, is acting chairman.

Accompanying the officials is Ed Craney, general manager of KGIR Butte, Mont., head of the Z-Bar Network and personal adviser on radio matters to Sen. Burton K. Wheeler (D-Mont.), chairman of the Interstate Commerce Committee. He is understood to have been listed as official adviser to Sen. Wheeler.

Wheeler Statement

Just before leaving, Sen. Wheeler issued this statement: "During recent hearings before our subcommittee studying international communications, Army representatives testified that approximately $160,000,000 worth of communications equipment has been installed in various theaters of operation.

"Now that the European war is over, the problem arises as to what disposition shall be made of a substantial part of this equipment. The committee, in addition to studying the general problem of broadening our communications, expects to survey this surplus equipment."

Members of the Interstate Commerce Committee making the trip, besides Chairman Wheeler, are: Sens. Ernest W. McFarland (D-Ariz.), Frank P. Briggs (D-Mo.), publisher of the *Macon* (Mo.) *Chronicle-Herald* and close friend of President Truman, who succeeded the President on the Committee when Mr. Truman was elected Vice-President; Albert W. Hawkes (R-N. J.), board chairman, Congoleum-Nairn Co.; Homer E. Capehart (R-Ind.), Indianapolis manufacturer.

The party includes Rear Adm. Joseph R. Redman, director of Naval Communications; Maj. Gen. Frank E. Stoner, Chief, Army Communication's Service, Signal Corps; Comdr. Henry Williams Jr., USN, aide to Adm. Redman; Maj. Joseph J. Smetana, USA, control officer, Army Communications Service; Lt. Edward Cooper, secretary of the subcommittee.

UNCIO Urges Radio's Use to Prevent War

Record in Europe Cited As Proof of Abilities

FULLEST possible international use of radio to help prevent future wars is the recommendation of leading delegates to UNCIO.

A preliminary report on a survey made by the British Broadcasting Corp. shows a complete cognizance of the contribution radio is making for victory and the hope that national radio networks will cooperate toward becoming as great an influence in the struggle for lasting peace.

13 Nations Respond

An analysis of statements received in answer to letters, signed by John Salt, North American Director of BBC, leads radio authorities to believe this survey may become the foundation for an international radio organization composed of national radio networks. At least, authorities point out, these statements by leaders of democratic governments will crystallize the need for greater cooperation between radio organizations of the world.

Nations which have, to date, responded: Australia, Belgium, China, Czechoslovakia, Ethiopia, France, Haiti, Liberia, Luxembourg, Norway, Philippine Commonwealth, Union of South Africa and Syria. United States, Soviet Union, and other delegations expressed regrets, said Salt, that pressure of conference business had made it impossible to submit their statements in time for this release. Statements received follow:

Jan Masaryk, leader of the Czechoslovakian delegation: "I cannot think of a successful functioning of the international security organization without the closest possible contact among nations through the medium of radio. It seems to me that international cooperation in the field of communication is one of the next important steps to be taken up jointly by all nations of the world in order to make the charter of peace effective. Radio helped us to win the war in Europe. It can help us even more in our task of preserving peace."

Radio Brought Comfort

Victor Delaveleye, Belgium delegate and originator of the V-for-victory campaign over the BBC: "Any European who lived through the dark years of German occupation will testify that the voice of the free world carried by radio . . . brought to the peoples their daily ration of hope and comfort, a ration as indispensable as their meager ration of food. It is no exaggeration to say that the forty microphones operating from the BBC in London and from the shores of America, have played the role of forty divisions in liberating Europe. The guns are now silent in Europe. They will be silenced one day in the Pacific. At that time radio will be free again . . . for voices which will teach again the price and pride of friendship and decency. What a tool is radio to lift the world, to build a real, working lasting commonwealth of nations. Let us use it and use it well."

M. Bidault, France's minister of foreign affairs: "We, the French people, who for so long have lived under the worst enemy domination, are grateful to the BBC for giving us the daily information needed to foster our hope. Every night, those among us who had managed to keep their wireless sets, would listen in to the London broadcasts. In those days I have already expressed the very special gratitude the whole French nation felt for the BBC. Today in San Francisco I am happy to repeat openly what our secret messages then tried to convey . . . Who can deny that broadcasting will not be less necessary for peace than it proved for victory? Men and women today turn their eyes in expectation toward those who have microphones at their disposal. We trust that the radio, and especially the British radio, will remain faithful to the principles upon which it worked at the time of our trials."

BROADCASTING

REGIONAL tie-in by KFWB Hollywood and KYA San Francisco as part of their coverage of UNCIO is on the air (top) with (l to r) Bill Ray, KFWB program director; Don Fedderson, KYA president, manager; Harry Maizlish, KFWB manager; Bill Brown, KYA program director, news editor, directing operations.

Radio executives at UNCIO (center) scan BROADCASTING: (l to r) Philip G. Lasky, KROW Oakland, mgr.; Willett Kempton, Deputy Chief OWI Domestic Radio Bureau, UNCIO radio relations officer; James C. Morgan, dir., KALW San Francisco FM station, coordinator for independents; Austin Fenger, KSFO San Francisco analyst; Gerald Ackers, KSAN San Francisco, mgr.

Elsa Maxwell (lower left), MBS commentator, hears surprise playback of initial *Elsa Maxwell's Party Line* after Ray Hofheinz (l) owner of KTHT Houston and Maj. E. Z. Jones, WBBB Burlington, N. C., mgr., spotted wire recorder close by to catch uncensored comments and program at San Francisco.

Mr. Kempton (lower right) confers with (l to r) John Salt, N. Amer. director of BBC, Ira Dillworth, CBC; Allan Carmichael, Australian Bcst. Com.

China's Statement

China's delegation: "The importance of radio broadcasting in wartime has been amply demonstrated during the last few years. The greater importance of the role of radio after the war is becoming universally recognized. In the closely knit world of tomorrow international broadcasting can be one of the effective forms of education and cultural cooperation among the nations . . ."

Field Marshal Jan C. Smuts, delegation of Union of South Africa: "For nearly six years of devastation and human suffering, voice of free radio—The Voice of BBC—kept alive the spark of hope in Europe. Through the darkest days radio's message of faith in the restoration of liberty gave strength and endurance to enslaved peoples. In evil hands, radio was abused to promote evil, but all the forces of evil could not silence radio's promise of the dawn to come. In the new era into which we are now entering, radio has a duty and a responsibility—a duty to keep the world informed so that all men may have access to truth, and a responsibility to protect truth so that men and nations may build their understanding of world affairs on enduring foundations. So doing, radio may be tempered into the greatest instrument for peace and tolerance the world has ever known."

Other Nations

From Liberia, Haiti and Ethiopia come expressions of confidence that proper use of radio can help break down "international misunderstanding and the ease with which they can be exploited." "For the small nations of the world," said Bitwodded Makonnen Endalkaachau, prime minister of Ethiopia, "it is particularly important that their viewpoints and problems be understood and appreciated abroad. It is doubtful whether any single instrument is more clearly capable of laying the foundations of mutual comprehension among the peoples of the world than is radio. Its world-wide development in the postwar years is a matter of imperative necessity."

General Carlos Romulo, head of Philippine Commonwealth delegation: "Radio, which has proved itself one of the most effective instruments of war, is an indispensable tool for building and maintaining the peace. People all over the world must talk with one another freely and openly; they must

(*Continued on page 70*)

TABLE OF ALLOCATIONS, 25,000 KC TO 30,000,000 KC

THE FOLLOWING TABLE contains the allocations of frequencies to the various non-governmental radio services from 25,000 to 30,000,000 kc. The table also contains for convenient reference the international allocations which the Commission will recommend to the Department of State and the allocations which the Interdepartment Radio Advisory Committee is proposing for the governmental radio services.

Freq. Band mc	*Proposed International Allocation*	*United States Allocation*	*Remarks*
25.015–27.185	Fixed & Mobile, except Aero. & Maritime	Gov. & Non-Gov. Fixed & Mobile Note 1	Power to be limited internationally to 500 w peak
27.185–27.455	Scientific, Industrial & Medical	Scientific, Industrial & Medical	All equipment to be adjusted & maintained as closely as possible to 27.320 mc
27.455–28	Fixed & Mobile, except Maritime	Gov. & Non-Gov. Fixed & Mobile Note 1	Power to be limited internationally to 500 w peak
28–29.7	Amateur	Amateur	
29.7–30	Fixed & Mobile, except Maritime	Gov. & Non-Gov. Fixed & Mobile Note 1	Power to be limited internationally to 500 w peak.
30–30.5	Fixed & Mobile, except Aero.	Government	Note 2
30.5–32	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	Notes 2 & 3
32–33	Fixed & Mobile, except Aero.	Government	Note 2
33–34	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	Notes 2 & 3
34–35	Fixed & Mobile, except Aero.	Government	Note 2
35–36	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	Notes 2 & 3
36–37	Fixed & Mobile, except Aero.	Government	Note 2
37–38	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	Notes 2 & 3
38–39	Fixed & Mobile, except Aero.	Government	Note 2
39–40	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	Notes 2 & 3
40–40.96	Fixed & Mobile, except Aero.	Government	Note 2
40.96–41	Scientific, Industrial & Medical	Scientific, Industrial & Medical	
41–42	Fixed & Mobile, except Aero.	Government	Note 2
42–44	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	Notes 2 & 4

44–108 mc.—Alternative No. 1

44–48	Amateur	Amateur	
48–50	Broadcasting	Facsimile	
50–54	Broadcasting	Educational FM Broadcasting	
54–68	Broadcasting	Commercial FM Broadcasting	
68–74	Broadcasting, Fixed & Mobile	Television	
74–78	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	Notes 5A & 6
78–84	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
84–90	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
90–96	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
96–102	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
102–108	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5

44–108 mc.—Alternative No. 2

44–50	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
50–56	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
56–60	Amateur	Amateur	
60–66	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
66–68	Broadcasting	Facsimile	
68–72	Broadcasting	Educational FM Broadcasting	
72–86	Broadcasting	Commercial FM Broadcasting	Note 5A
86–92	Broadcasting, Fixed & Mobile	Television	
92–98	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
98–104	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
104–108	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	Note 6

44–108 mc.—Alternative No. 3

44–50	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
50–54	Amateur	Amateur	
54–60	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
60–66	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
66–72	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
72–78	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Notes 5 & 5A
78–84	Broadcasting, Fixed & Mobile	Television Broadcasting	
84–88	Broadcasting	Educational FM Broadcasting	
88–102	Broadcasting	Commercial FM Broadcasting	
102–104	Broadcasting	Facsimile	
104–108	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	Note 6
108–112	Air Navigation (Localizers)	Government	
112–118	Air Navigation (Ranges)	Government	
118–122	Aero Mobile (Airport Control)	Airport Control	
122–132	Aero Mobile	Aero Mobile (primarily Non-Gov.)	
132–144	Fixed & Aero. Mobile	Government	
144–148	Amateur	Amateur	
148–152	Fixed & Aero. Mobile	Government	
152–162	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	Note 7
162–174	Fixed & Mobile	Government	
174–180	Broadcasting Fixed & Mobile	Television & Government	
180–186	Broadcasting Fixed & Mobile	Television & Government	
186–192	Broadcasting Fixed & Mobile	Television, Fixed & Mobile	Note 5
192–198	Broadcasting Fixed & Mobile	Television, Fixed & Mobile	Note 5
198–204	Broadcasting Fixed & Mobile	Television, Fixed & Mobile	Note 5
204–210	Broadcasting Fixed & Mobile	Television, Fixed & Mobile	Note 5
210–216	Broadcasting, Fixed & Mobile	Television, Fixed & Mobile	Note 5
216–220	Fixed & Mobile	Government	
220–225	Amateur	Amateur	
225–328.6	Fixed & Mobile	Government (military) with adequate channels to be reserved for civil aviation	
328.6–335.4	Air Navigation Aids (Glide Path)	Air Navigation Aids (Glide Path)	
335.4–400	Fixed & Mobile	Government (military) with adequate channels to be reserved for civil aviation	
400–420	Fixed & Mobile (including Radio Sonde)	Government (including Radio Sonde)	

Freq. Band mc	*Proposed International Allocation*	*United States Allocation*	*Remarks*
420–450	Air Navigation & Amateur	Amateur & Air Navigation	Note 8

All Non-Government services will be established in the bands above 450 mc on an experimental basis pending adequate showing as to need and technical requirements.

450–460	Air Navigation	Non-Gov. Fixed & Mobile	Note 9
460–470	Fixed & Mobile	Citizens' Radio	
470–480	Broadcasting	Facsimile Broadcasting	
480–920	Broadcasting	Television	
920–940	Broadcasting	Experimental Broadcast Services	
940–960	Fixed & Broadcasting	Fixed & Experimental Broadcasting	Note 10
960–1145	Navigation Aids	Navigation Aids	
1145–1245	Amateur	Amateur	
1245–1325	Fixed & Mobile, except Aero.	Television Relay	
1325–1375	Fixed & Mobile	Non-Gov. Fixed & Mobile (including Aero.)	
1375–1600	Fixed & Mobile	Government	
1600–1700	Air Navigation Aids	Air Navigation Aids	
1700–1750	Meteorological	Meteorological	
1750–2100	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	
2100–2300	Fixed & Mobile	Government	
2300–2450	Amateur	Amateur	
2450–2700	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	
2700–2900	Meteorological & Air (Navigation Aids)	Meteorological & Air (Navigation Aids)	
2900–3700	Navigation Aids	Navigation Aids	
3700–3900	Air Navigation Aids	Air Navigation Aids	
3900–4400	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	
4400–5000	Fixed & Mobile	Government	
5000–5250	Air Navigation Aids (Instrument landing)	Air Navigation Aids (Instrument landing)	
5250–5650	Amateur	Amateur	
5650–7050	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	
7050–8500	Fixed & Mobile	Government	
8500–10000	Special Navigation Aids	Government	
10000–10500	Amateur	Amateur	
10500–13000	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	
13000–16000	Fixed & Mobile	Government	
16000–18000	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	
18000–21000	Fixed & Mobile	Government	
21000–22000	Amateur	Amateur	
22000–26000	Fixed & Mobile	Government	
26000–30000	Fixed & Mobile, except Aero.	Non-Gov. Fixed & Mobile	
30000–Up	Experimental	Experimental	

Note 1: On the basis of an average channel width of 25 kc, provisions will be made for the following services in the band 25 to 28 mc:

Class of Station	*Number of Channels*
Relay Broadcast and Geophysical	24
Power, Petroleum, etc.*	12
Provisional and Experimental	10
Relay Press and Motion Picture	6
Aeronautical (Primarily Flight Test and Flying School)	7

*Other industries requiring similar radio service.

Note 2: No change proposed in existing services between 30 and 44 mc outside of the Continental United States.

Note 3: On the basis of an average channel width initially (see Sec. 2 of Part I) of 40 kc provisions will be made for the following services in the band 30 to 40 mc:****

Class of Station	*Number of Channels*
Provisional and Experimental	2
General Highway Mobile**	20
Maritime Mobile and Geophysical	4
Forestry and Conservation (6 shared with Maritime Mobile and 6 shared with Urban Transit)	29
Special Emergency	6
Power, Petroleum, etc.*	7
Urban Transit, Provisional and Experimental	5
Fire	15
Police	36
Low Power Provisional and Experimental***	2

*Other industries requiring similar radio service.

**May provide radio communication service to all types of mobile units such as marine, land vehicles, aircraft, etc. Pending final determination of the best method of operation of this service these channels will be assigned on an experimental basis —12 for development on a common carrier basis, 4 for trucks and 4 for buses, except in those cases where it is shown that a different distribution is more desirable.

***Antenna input power limited to 5 watts peak.

****In addition, 11 Government channels are to be designated in this band.

Note 4: On the basis of an average channel width initially (see Sec. 2 of Part I) of 40 kc provisions will be made for the following services in the band 42 to 44 mc:

Class of Station	*Number of Channels*
Maritime Mobile and Geophysical	4
General Highway Mobile**	20
Police	24
Provisional and Experimental	1

**May provide radio communication service to all types of mobile units such as marine, land vehicles, aircraft, etc. Pending final determination of the best method of operation of this service, these channels will be assigned on an experimental basis —12 for development on a common carrier basis, 4 for trucks and 4 for buses, except in those cases where it is shown that a different distribution is more desirable.

Note 5: Provision may be made for the operation of non-governmental fixed and mobile services (such as, police control and relay circuits, point-to-point, marine control circuits, forestry fixed circuits, rural telephone, broadcast studio to transmitter links, railroad, terminal and yard operations) upon proper showing of need and that these channels may be shared on a mutually non-interfering basis.

Note 5A: Aeronautical markers to remain on 75 mc with adequate guard bands as long as required or until moved to another suitable frequency.

Note 6: On the basis of an average channel width of 50 kc provisions will be made for the following services in the band 74–78 mc:

Class of Station	*Number of Channels*
Provisional and Experimental	2
Forestry and Conservation	8
Power, Petroleum, etc.*	6
Urban Transit—Forestry and Conservation	6
Special Emergency (Including Highway Maintenance) Provisional	10
Fire	12
Police	36

*Other industries requiring similar radio services.

(*Continued on next page*)

FM Decision Delayed; FCC Allocates

New Tests to be Made; Upstairs Television Assured

(*Continued from page 13*)

and the WPB reverse itself, that agency has assured the FCC that 90 days notice will be given, according to the Commission news release which accompanied the allocations.

In declining to make a final decision on the future location of FM, the Commission said it "felt that further measurements were desirable," and pointed out that the delay in allocating the service "would not in any way hamper the future development of that service." Should the Japanese capitulate, however, the Commission would immediately allocate the 44-108 mc band without benefit of the engineering tests, it was learned.

Service by Service

Significant in the Commission's announcement was a statement that the allocations between 44-108 mc probably will be ordered into effect "service by service", contingent upon such factors as availability of manpower and materials, results of the Inter-American Conference at Rio de Janeiro, opening Sept. 3, and preparation of rules and standards.

That led to speculation that permanent allocations for FM and television below 108 mc probably would not be made prior to the Rio conference. On the other hand it was reliably learned that the Commission is pressing for a September deadline in its final allocations. The engineering data are expected to be completed by August, since Sporadic E reaches its maximum in June and July and 90% of its total occurs during the summer months.

In connection with the joint engineering committee and tests to be made, the FCC release said: "The Commission decided that it was extremely important that the tests with respect to FM should begin at once, since the season of the year is approaching during which Sporadic E transmissions are expected to be at their maximum."

Norton Data Contested

When the hearings on FM opened last fall, Sporadic E was presented as a possible detriment to a nationwide service at certain locations in the spectrum. Then in the closing days, Dr. K. A. Norton, former Commission technical information specialist now on duty with the War Dept., threw a bombshell into the proceedings by flatly asserting that in his opinion FM could best serve above 120 mc because of F-2 layer transmission in the lower frequencies. [Broadcasting, Nov. 6]. At the same time he expressed the opinion that television should be allocated above 400 mc.

Sporadic E went to the background as proponents of 40-mc FM hastened to challenge Dr. Norton's contentions. At oral argument a memorandum signed by Maj. E. H. Armstrong, FM inventor; Dr. H. H. Beverage, and Dr. C. R. Burrows, charging that Dr. Norton erred in his calculations, was introduced. It was based on studies made by those three engineers in collaboration with Dr. G. W. Pickard, Dr. H. T. Stetson and Stuart Bailey

At oral argument the Commission placed in the record data tending to show that the economic loss to the public, manufacturers and broadcasters would be minor in comparison to the improved service if FM were moved upward. Some witnesses had testified the loss would be tremendous.

Then followed a two-day secret session and while the military clamped a strict censorship on what took place, it was no secret that the FCC was not completely "sold" on moving FM upward.

One thing was definite. The Commission was unanimous in designating the three alternatives for FM, according to reliable reports. At a meeting a fortnight ago, various proposals were advanced [Broadcasting, May 14]. Then came the check with WPB. When the Commission was assured that there was no need for hurry, due to production restrictions, the engineering tests were decided. Despite Dr. Norton's contentions and those of industry engineers, there is little if any quantative propagation data in the 100-mc band, experts say, and the Commission wants to be sure before it allocates a new service on a permanent basis.

Requirements Astounding

Although manufacturers have been pressing the Commission for definite FM allocations, it was pointed out that the WPB sees little prospect of large-scale civilian manufacture of transmitters and receiving sets for some time to come, even though the Japanese war should end in the near future. Requirements for the military will continue, after hostilities cease, inasmuch as the U. S. is expected to maintain a large Army and Navy for some time after the war.

Tube requirements for the military alone are astounding, according to authentic information. Civilian tube needs are growing by the day as the total output goes to military services. There is some doubt whether, in the first year after the war, sufficient tubes could be produced to equip more than 3,000,000 sets.

Little Hope for Year

Only when military cutbacks reach 75% will unrestricted civilian production be permitted, under WPB's latest order [Broadcasting, May 14]. That isn't expected until 1947. Manufacturers, on the other hand, have been thinking in terms of 12-14 million sets the first year of production in efforts to handle backlog orders of 25 million. Since 5-10 tubes are required for each set, it appeared problematical whether the industry could produce sufficient tubes for the contemplated 12 million or more receivers.

The FCC is understood to have taken all those factors into consideration in its determination to delay allocating FM until engineering tests are completed. Manufacturers, however, want to get to work on the drawing boards, make test sets, complete their preliminary work and be ready to go when the WPB gives the signal.

Postponement of the FM allocations will cause a delay in providing the public with sufficient sets, they contend. The Commission, backed by the WPB, feels that a few months more will give it the necessary information to allocate FM for future years.

While the public must wait several more months to learn FM's location, just as soon as materials are released the Citizens' Radiocommunications Service, proposed by Commissioner E. K. Jett, will be available. The FCC definitely allocated a 10-mc band, 460-470 mc for this service, which is expected to provide thousands of low-powered "walkie-talkie" sets for general use. Manufacturers already are planning to produce equipment for the many uses for which the citizens' service is designed.

FCC STATEMENT

TEXT of FCC statement announcing the allocations between 25 and 30,000 mc follows:

The FCC today (May 17) announced its final frequency allocations to the non-governmental radio services in the portion of the spectrum between 25 and 30,000 mc with the exception of the 44-108 mc region of the spectrum, which is left unassigned at this time pending the outcome of measurements and tests of FM transmission during the coming summer.

This space will ultimately be allocated as follows: 36 mc to television, 18 mc to FM, 2 mc to facsimile, 4 mc to the amateurs and 4 mc to non-government fixed and mobile services. The precise allocation within this region to the above services remained undecided but the Commission indicated three possible alternative allocations for this region, which turn upon the exact location of FM. The three alternatives for FM are (1) 50-68 mc, (2) 68-86 mc, and (3) 84-102 mc.

Further Tests Desirable

The Commission also announced that with the cooperation of the radio industry it is immediately planning to proceed with tests during the summer which are designed to determine the best of the three alternatives. A joint committee, under the chairmanship of the Commission's chief engineer, and composed of engineers from the Commission and the radio industry, will conduct these tests.

The reason for not making a final decision at the time was that the Commission felt that further measurements were desirable before making a final allocation for FM. In this connection the Commission pointed out that its decision not to make a final allocation for FM at this time would not in any way hamper the future development of that service because the Commission has received advice from the War Production Board that the radio industry will not resume production of new AM, FM and television transmitters or receivers "in 1945 or even in the first part of 1946 unless Japan capitulates. This is not to say that a small quantity of receivers and possibly a few transmitters may not be made available. However, this will have little or no effect on the future expansion of AM, FM and television services". The WPB has also advised the Commission that in the event there is any change in its prediction, it will give 90 days advance notice.

These allocations will probably be ordered into effect service by service, with the Commission taking into account such factors as the availability of manpower and materials, the results of the Inter-American conference in Rio, and the preparation of the Com-

(*Continued on page 64*)

(*Continued from page 16*)

Note 7: On the basis of an average channel width of 60 kc provisions will be made for the following services in the band 152 to 162 mc:

Class of Station	*Number of Channels*
Police	36
Fire	12
Provisional and Experimental	2
Relay Press	4
Forestry-Conservation, Geophysical	
Power, Petroleum, etc.*	6
Maritime Mobile	8
Urban Mobile**	24
Rural Subscriber Telephone	
Short Distance Toll Telephone	
Relay Broadcast	12
Motion Picture, Geophysical, Forestry-Conservation	
Provisional and Experimental	2
Railroads	60

*Other classes of stations rendering similar radio services.

**May provide radio communication service to all types of mobile units such as marine, land vehicles, aircraft, etc. Pending final determination of the best method of operation of this service these channels will be assigned on an experimental basis—12 for development on a common carrier basis, 4 for trucks and 4 for buses, except in those cases where it is shown that a different distribution is more desirable.

Services now operating between 156 and 162 mc may continue temporarily on a non interfering basis in the 152 to 162 mc band.

Note 8: To be used temporarily for "Special" air navigation aids. Band to be exclusively Amateur when no longer required for "Special" air navigation aids; meanwhile Amateur peak power to be limited to 50 w.

Note 9: To be temporarily used for "Special" air navigation aids and reserved for Non-Government services when no longer required for "Special" air navigation aids.

Note 10: May be used by low power fixed point-to-point stations for such services as studio-transmitter links, control circuits, police fixed facsimile circuits, etc.

KYA, KMTR Sale to N. Y. Post Executives Nearly Completed

Stations Bringing Approximately Million; Papers Expected to be Signed This Month

SALE of KYA San Francisco and KMTR Hollywood, both unaffiliated, for approximately $1,000,000 to Mrs. Dorothy Thackrey, president and publisher of *The New York Post*, and Ted O. Thackrey, the newspaper's editor, is nearing completion, according to West Coast reports.

Final papers are expected to be signed by the month's end with the deal subject to customary FCC approval. Mrs. Thackrey also is principal owner of WLIB New York, which she and associates acquired in June, 1944 for $250,000.

In Progress Some Time

Strictly a stock-buying negotiation, conversations between Mrs. Thackrey's representative — reportedly Bartley Crum, San Francisco attorney—and principals of the two broadcasting companies have been in progress for weeks. Confirmation of arrangements were not forthcoming either in New York or on the West Coast. It is understood that deal awaits only filing of notice of intent with the FCC.

KYA operates on 1260 kc with 5000 w daytime power and 1000 w nighttime. Report is that it will be acquired by the new owners from Palo Alto Radio Station Inc., present licensees, for $525,000. Station, it is said, will be sold by 25 present stockholders. The station was sold to the Palo Alto concern by Hearst Radio Inc. in 1942 for $50,000. Studios and executive offices are in the Hearst Bldg., San Francisco. The station's president and general manager is Don Fedderson.

Sale price of KMTR is said to be $450,000 and includes studio building property at 1000 North Cahuenga Blvd., Hollywood. Station operates on 570 kc with 1000 w and reportedly has been on the market for some time since stock ownership was straightened out. Holding firm is KMTR Radio Corp. Mrs. Gloria Dalton, widow of the late Vic Dalton, former owner, is reported to control 52% of the stock with Reed E. Callister, attorney, holding 20%; Mrs. Arthur Farlow, 16%; Mrs. Kate Banning and Dalton Estates, 12%. Station manager is Kenneth O. Tinkham.

Latter station license renewal was held up in 1943 during litigation to resolve a suit by Mrs. Dalton against Mr. Callister and Mrs. Banning involving disposition of 50% of the stock.

Allowing for capital assets over current liabilities, it is understood that $100,000 will be placed in escrow by new owners for each station, sum to be distributed to stockholders one year from date sale is consummated.

Mr. Fedderson, it is understood, will be retained by the Thackreys as operating head of both stations. He is credited with building up KYA to its present value and with taking the station out of the red within one year.

Continuing to operate as separate units, it is said that the two outlets will be linked for regional-sponsor programs, possibly forming the basis of a new California network. No immediate changes are predicted for KYA if FCC sanctions sale. It is understood that reorganization of KMTR, however, will be undertaken and that application to change call letters to KLA, identifying outlet more directly with Los Angeles, is in the plans.

Harris for Kyser

DURING July and August Phil Harris is scheduled to replace *Kay Kyser's College of Musical Knowledge* on NBC, Wednesday, 10-11 p.m., for Colgate-Palmolive Peet Inc., Jersey City. Agency is Ted Bates Inc., New York.

CHARLES G. ROSS, veteran Washington correspondent of the *St. Louis Post-Dispatch* (KSD) was sworn in last week as White House Press Secretary. He succeeds Jonathan Daniels. Associate Justice Wiley Rutledge, longtime friend of Mr. Ross, and President Truman officiated.

Early to Pullman

STEVE EARLY, secretary to the late President Roosevelt, has been named vice-president of Pullman Inc. effective June 1. He will have offices in Washington. Mr. Early was with UP from 1908 to 1913, when he joined AP, serving until 1917. From 1917 to 1920 he was an infantry machine gun officer in World War I. After the war he returned to AP and was there up to 1927 when he was named Washington representative of Paramount-Publix Corp. and Paramount News.

Radio Advertising Expansion Awaits Clarification of Reconversion Plans

DESPITE War Mobilization Director Fred M. Vinson's statement May 9 that production of certain products will be resumed for civilian sales, few manufacturers knew last week when, or to what extent, they can reconvert. Almost none of them had any definite plans for changes or expansion in radio advertising at the present.

Already announced were Westinghouse plans to increase the Ted Malone broadcasts on the Blue from three to five a week and use product-selling commercials for its line of household appliances in place of institutional messages. A survey covering other appliance manufacturers, automobile and radio receiver makers showed no other major companies with any such concrete radio advertising reconversion plans.

When and If

A likely network program sponsor—strictly in the "when and if" stage, however—is the Garod Radio Corp., Brooklyn, N. Y., maker of receiving sets and other radio products. According to Garod's agency, Shappe-Wilkes Inc., New York, no decisions have been reached as to the type of program or the network to be used.

Lafayette Radio Corp., Chicago, another Shappe-Wilkes account, has a "couple of ideas", the agency reported, but all plans are held up until details of immediate reconversion plans are fully known.

Templeton Radio Co., Mystic, Conn., will go into radio advertising in about six months, according to Peck Adv. Agency, New York, which handles the account. At the moment, however, Peck reported Templeton has made no decisions on type of advertising or markets which it will employ.

Other than those firms, nobody seemed to be sure about future radio plans.

As the agency for one automobile manufacturer said, "We already have our radio program. We will certainly keep it. Whenever we have any cars to sell, you can be sure we'll use the program to sell them".

In the line of cigarettes, Philip Morris & Co., on May 15 announced that its present deliveries to jobbers will increase 50% on June 1 due to a sharp reduction in orders by the War Dept. The increase, however, may last only a few months until needs of the Pacific forces are determined, it was understood. No changes in commercials or programs of the Philip Morris Co. are expected, officials said.

Other cigarette makers reported they had received no information as to increases for civilians.

WHITEHALL ON 264 MUTUAL STATIONS

WHITEHALL Pharmacal Co., division of American Home Products, New York, has ordered the full Mutual network of 264 stations to sponsor *Real Stories From Real Life*, Monday through Friday, 9:15-9:30 p.m., beginning early in June for Anacin, with time clearances still coming in. Each broadcast will be a complete story in itself, dramatizing material from personal "case histories", to appear in *Real Story*, one of seven current publications of Hillman Periodicals Inc., New York.

Since the program started on Mutual as a sustainer in August, 1944, it has been promoted through a variety of natural channels available to Hillman through its own publications and distributors, their trucks and news stands. The publisher is said to be prepared to go even further in promotion, possibly including the name of the sponsor when the program goes commercial.

As the program appeals primarily to women, Hillman has been concentrating on ads and editorial space in *Real Story* and two other of its women's group magazines—*Real Romance* and *Movieland*, with a combined circulation of 1,600,000. Other media include newsstand posters, giving call letters of local Mutual station; truck banners on the trucks of some 750 distributors handling the magazine, and miscellaneous direct mail and other promotion pieces.

Agency is Dancer-Fitzgerald-Sample, New York.

Varied Regional Radio Choice Found by CAB

IN THE first statistical breakdown of listening by seven geographic areas of the U. S. Cooperative Analysis of Broadcasting showed wide and varied radio preferences prevailing regionally, with Walter Winchell, for example, rated 18.8 in the Middle Atlantic area and only 10.7 in the Northeast Central region.

Other night programs registering wide ranges were *Take It or Leave It*, 15.7 in West North Central and 9.8 in New England; *Screen Guild Players*, 16.0 in West North Central and 9.6 in New England; *Vox Pop*, 12.0 in West North Central and 5.6 in the South Central.

Lux Radio Theatre was favorite nighttime listening in five of the seven regions surveyed.

Rexall Replacement

SUMMER SHOW, replacing on July 6 the Moore-Durante program of United Rexall Drug Co., CBS, 10 p.m. Fridays, will star Ray Bolger as m. c. with Roy Bargy's Orchestra, Howard Petrie as announcer, and weekly guest stars. Agency is N. W. Ayer & Son, New York.

ANOTHER REASON WHY
IOWA PREFERS WHO

WHO hangs up new stars!

If you think that all good shows originate in Hollywood, or that "local programming" always means *records*, you're due to know more about WHO's production department.

WHO is now presenting in its studios 125 live-talent shows a week—that's 18 a day. And *many* of these local live-talent productions actually *outdraw* star-studded competitive network presentations in these parts. Hooperatings prove it!

WHO shows include such diverse and varied efforts as the Iowa Barn Dance Frolic; "Melody Madhouse", a screwball comedy riot *that is taking the audience away from Blue's Breakfast Club;* "Time Out For Listening", a smart variety presentation, and Your Hymn For Today, a very popular devotional program. That's a pretty good range, don't you think?

With such a production schedule we naturally need a big and talented staff, and we've *got* it: Five versatile producers under Program Director Harold Fair and Production Manager Jack Kerrigan; a nine-man music department of arrangers and librarians, six continuity writers, eleven announcers and a truly remarkable supply of talent.

Wouldn't it be easier just to pipe in nearly all our programs from New York, Hollywood or Chicago? Sure it would! But one reason why Iowa prefers WHO is that WHO knows what Iowans like—and *gives* it to them!

✚ WHO *for* Iowa PLUS ✚

Des Moines . . . 50,000 Watts
B. J. Palmer, *President*   J. O. Maland, *Manager*
FREE & PETERS, Inc., *National Representatives*

How FCC Checks Program Renditions

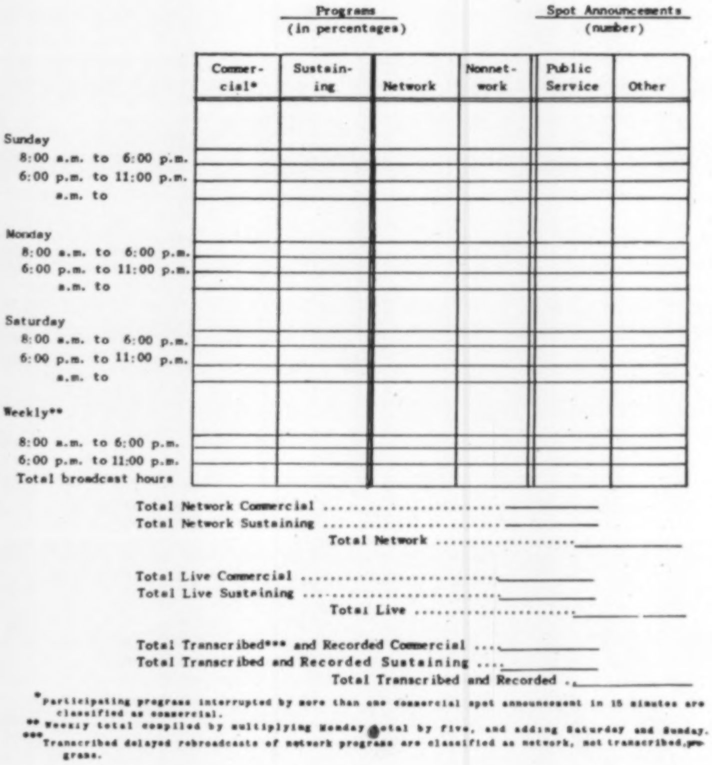
Ratio of Commercial, Sustaining Time Is Explained

PROCEDURE used by the FCC in checking program renditions to determine the ratio between commercial and sustaining service—a development that has precipitated considerable unrest—is depicted on the work sheet shown here. The sheet, one of a series of three, is used by the FCC's law department in tabulating station program performance and is submitted along with applications for license renewals (see adjoining column).

No Prescribed Formula

The data are developed and classified through a breakdown and check of the operating log of the particular station, presented along with the renewal application. There is no prescribed formula of evaluating programs used, it is stated at the Commission, and no recommendations are made by the law department based on the distribution of time. The Commission, however, has stressed local vs. network programming, as well as the split between commercial and sustaining.

Under the new FCC policy, first announced last month [BROADCASTING, April 16], stations which show a wide disparity in commercial against sustaining time, or in the use of what is described as "public service" renditions, have been sent letters citing the percentages and seeking an explanation. In extreme cases, wherein the station has deviated substantially from original estimates as to sustaining time, the Commission has meted out temporary license renewals pending explanation. In other cases, renewals have been issued on a regular basis, but with a request for full information. It is estimated that roughly 60 such citations have gone out, with many others held in abeyance for further consideration.



	Programs (in percentages)				Spot Announcements (number)	
	Commercial*	Sustaining	Network	Nonnetwork	Public Service	Other
Sunday						
8:00 a.m. to 6:00 p.m.						
6:00 p.m. to 11:00 p.m.						
a.m. to						
Monday						
8:00 a.m. to 6:00 p.m.						
6:00 p.m. to 11:00 p.m.						
a.m. to						
Saturday						
8:00 a.m. to 6:00 p.m.						
6:00 p.m. to 11:00 p.m.						
a.m. to						
Weekly**						
8:00 a.m. to 6:00 p.m.						
6:00 p.m. to 11:00 p.m.						
Total broadcast hours						

Total Network Commercial .... ______

Total Network Sustaining .... ______

Total Network .... ______

Total Live Commercial .... ______

Total Live Sustaining .... ______

Total Live .... ______ ______

Total Transcribed*** and Recorded Commercial .... ______

Total Transcribed and Recorded Sustaining .... ______

Total Transcribed and Recorded . ______

*Participating programs interrupted by more than one commercial spot announcement in 15 minutes are classified as commercial.

** Weekly total compiled by multiplying Monday total by five, and adding Saturday and Sunday.

*** Transcribed delayed rebroadcasts of network programs are classified as network, not transcribed programs.

The procedure has had repercussions in station ranks. The preponderant view is that the Commission is invading the program field *per se* and is venturing into forbidden territory. The FCC, on the other hand, contends that management must be stimulated as to the necessity of maintaining operations designed best to conduce to public interest.

Reactions from station and Washington counsel have been that the FCC, on computing division of time, appears to adjudge all commercials, whether institutional or public service, as purely commercial in arriving at percentages. The work sheets indicate that method of evaluation. As to participating programs, those having three commercial spot announcements in a 15-minute segment are classified as commercial. (The form reproduced herewith shows that originally a 15-minute participating with but one spot was classified as full commercial, but it is now stated that the denominator has been increased to three.)

In addition to the work sheet shown herewith (81138-3), there are two other preliminary sheets used by the FCC's legal analysts in checking station operations. The first (81138-1) covers station programming operations in 15-minute segments both for programs and spot announcements. Legends used are: NS for network sustaining; NC for network commercial; LS for live sustaining; LC for live commercial; TS for local transcribed or recorded sustaining; TC for local transcribed or recorded commercial; U for unclassifiable.

Spots Broken Down

Spot announcements are broken down among commercial, sustaining and public service. Separate checks are shown for Sunday, Monday and Saturday, with the weekday schedule computed by multiplying the Monday typical operating hours by five.

The second work sheet (81138-2) is a recap of the first sheet, showing breakdowns in the various time segments as between commercial and sustaining, with totals covering commercial, sustaining and a combination of the two. The time segments are 8 a.m. to 6 p.m.; 6 p.m. to 11 p.m.; 11 p.m. to 8 a.m. Accountings likewise are made for Sunday, Monday and Saturday. The breakdown for each typical day is between network, live and transcription, with a weekly total arrived at for each type of performance.

The above work sheet (81138-3), which is submitted to the FCC along with applications for license renewal, is identified by station call letters, time zone, and date and gives the division of broadcast time.

Gillette Signs Derby

GILLETTE Safety Razor Corp., Boston, will sponsor the Kentucky Derby June 9, 6-6:30 p.m. on the full CBS network and on the Dominion network of CBC, J. P. Spang Jr., Gillette president, has announced. Gillette, which has sponsored the Churchill Downs event on CBS for the past five years, picked up its option on the broadcast three days after the ban against horse racing had been rescinded. Details on the broadcast, and special "preview" CBS programs will be announced later. No announcement has been made as to sportscaster. Ted Husing has had the assignment in the past. Agency is Maxon Inc., New York.

WIP Philadelphia had an exclusive on the surrender of German submarine U-858 off the Jersey coast. A wire recorder was used by Jim Tisdale, chief eigineer, and Sam Serota, special events chief, operating from aboard a Coast Guard cutter. Ben Gimbel, station owner, originally along mainly for the ride, opportunely filled in for the special events chief who became seasick. After local broadcast on WIP the program was fed to the Mutual network.

Kiwanians Praise Radio's War Work

All U. S., Canadian Stations Presented With Citations

"KIWANIS International recognizes the great force which radio has become in the last quarter century in adult education and the shaping of public opinion."

These words by Ben Dean, president of Kiwanis International, sum up the reason for Kiwanis Radio Week, just closed, during which all stations in the United States and Canada were presented with citations of appreciation by their local chapters of the club.

'Fitting Tribute'

Mr. Dean spoke personally at Salt Lake City, Ogden, Utah; Butte, Mont.; Missoula, Mont. and Spokane. Other distinguished Kiwanis and radio personalities spoke at dinners which marked the presentation of the citations.

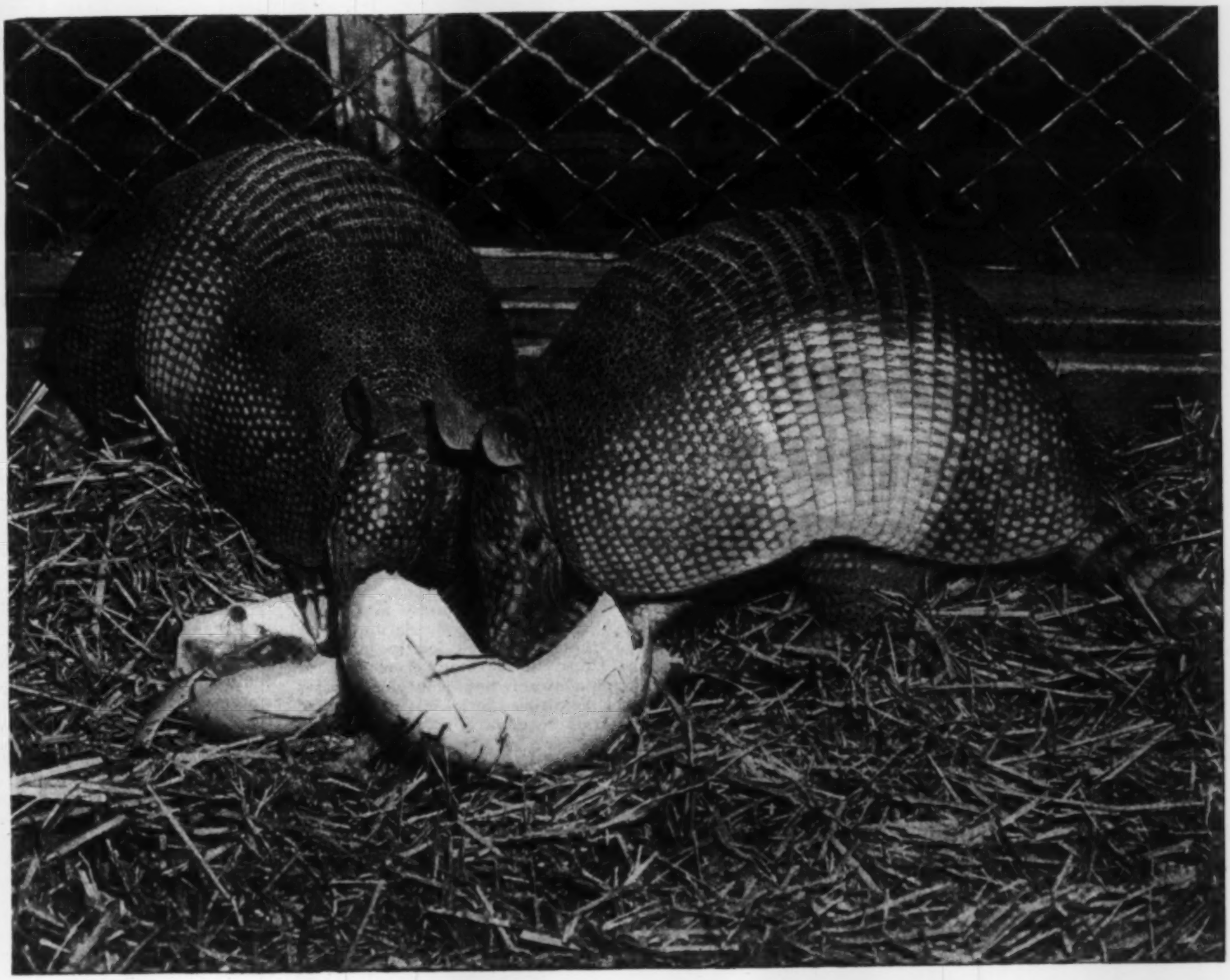
"It is fitting," Mr. Dean said, "that Kiwanis pay this tribute to radio for its contribution to the war effort because Kiwanians, as leaders in their communities, recognize the importance of building a sound public opinion."

J. Harold Ryan, NAB president, in his address in Omaha, summed up the part being played by broadcasters in the war with: "The full story of individual station cooperation with the war effort may never be told. It is too great to be recorded. . . . It can best be described as whole radio station staffs, everyone engaged in broadcast operations, living, breathing and feeling the war with such intensity that it has permeated every word and every program emanating from their transmitters."

The four networks were given meritorious service awards by the New York club and Kiwanis International. NBC broadcast presentation of its award, accepted for the network by Clarence L. Menser, vice-president in charge of programs. A banquet at the Hotel McAlpin honored the chains which were represented by Mr. Menser, Edward J. Noble, chairman of the board, Blue; Frank K. White, vice-president and treasurer, CBS, and Robert D. Swezey, vice-president and general manager MBS.

Video Prediction

PREDICTING network television for Chicago and other large U. S. cities before the end of 1946, Paul B. Mowrey, Blue television manager, declared that television's most serious problem today is not engineering but programming. Speaking at the May 18 meeting of the Chicago Executives Club, Mr. Mowrey said that "when television reaches the peak of its postwar development, one single 30-minute presentation will embrace 90% of all the departments of motion pictures, theatre and radio."



They're tough!

That's a pair of armadillos up there. They're armor-bearing mammals. Pretty tough, too. Those two are believed to be the only two grown in captivity. That choice tidbit in front of them is an ostrich egg.

Sometimes we hear reports that compare hard-boiled time buyers to the thick-skinned armadillo.

But at W-I-T-H we haven't found it so.

Maybe it's the way hard-boiled time buyers go for **the** choice W-I-T-H tidbit of producing the largest number of listeners-per-dollar spent, that makes us think otherwise about them.

If insisting upon low-cost sales results makes a time buyer hard-boiled . . . we'll take them armadillo tough.

W·I·T·H

Baltimore, Md.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

FLASH!
Now
Available
Without
Priorities

LINGO VERTICAL

TUBULAR STEEL

RADIATORS

Lingo has been authorized by the War Production Board to manufacture and sell a limited number of Vertical Radiators without the use of Priorities . . .

The Authorized manufacture must be made from materials on hand and must be completed by June 21, 1945.

Now, for a limited time, you can buy a LINGO Vertical Radiator without the use of priorities. Because of the time limit placed on this specially authorized production, orders will have to be filled on a first-come first-served basis. Moreover, as we are limited to the use of materials on hand, production will have to be concentrated on radiators not exceeding 250 feet in height. If you are not ready to have the radiator installed at this time, we can arrange to manufacture and deliver the radiator to you with your option to have it installed and erected by us when you are ready. As the quantity of radiators available under the priority-free arrangement is limited, we urge you to act immediately and thus be assured of having your radiator on hand when you want it.

Please include in your inquiries the radiator height required and approximate site so that complete quotation can be immediately made covering the radiator itself and its subsequent erection when so desired.

JOHN E. LINGO & SON, INC.
Est. 1897
CAMDEN, NEW JERSEY

Ohio State Radio Awards Announced; Programs Entered Not Industry Best

AWARDS were announced last Wednesday in the 9th American Exhibition of Educational Radio Programs sponsored by the 16th Institute for Education by Radio at Ohio State U., but the Institute hung a mild rebuke on its announcement.

"We feel no great surge of pride," the judges said, "over the work of the industry as represented by the programs submitted." They conceded, however, that their judgment was influenced by the "knowledge of the standards set" by many fine programs not entered in the competition.

The Institute did not hold its 1945 meeting because of travel restrictions.

Awards in some classifications were omitted since it was decided "that to pay tribute to a mediocre program simply because it was entered would not reflect to the credit of the radio industry and would establish a false standard even for those responsible for that program thus cited." Citations on some of the awards had qualifying phrases indicating "evidence of original and imaginative thinking" in some respects but not over-all excellence.

"The only justification for competitions such as this," the judges declared, "is to pay tribute to those deserving of it and to establish high standards of broadcasting toward which the entire industry can strive. Competitions designed only to pass out laurels to be used simply for publicity purposes by broadcasters or by the organization sponsoring the competition are not worthy of recognition by the industry."

The three judges were Judith Waller, NBC central division; Edwin F. Helman, WBOE Cleveland, Board of Education station; Mark L. Haas, WJR Detroit. Only Miss Waller was connected with some of the programs submitted and she refrained from comment on these.

Several hundred programs were submitted and all but 115 were eliminated by the original screening committee. The networks themselves made no entries but several sponsors of network shows participated.

School Standards

School broadcasts were judged by the same standards of good radio production applied to commercial shows. "Schools, universities, educational organizations and local stations have less money to spend than networks or clear-channel stations; but simplicity, originality, good judgment and discriminating standards can be as effective as a large budget," the judges declared.

Again stressing that many fine programs were not entered, the trio declared there was a "surprising lack" of (1) freshness of approach, (2) imagination, (3) virility, (4) objectivity. This was found true of both the writing and production. The Canadian Broadcasting Corp., judged on the basis of *Stage 45* and other drama series, was commended as "radio at its best, not only from the viewpoint of entertainment but in the projection of an idea."

The awards follow:

GROUP I—Regional Network, Regional or Clear Channel Station, or National or Regional Organization:

Religious Broadcasts—First award. Salute to Valor (Song for a Long Road). National Council of Catholic Men. WEAF New York and NBC. Honorable

(*Continued on page 24*)

KORN
KOBBLERS

RADIO'S LONGEST LIST OF SATISFIED SPONSORS

BELONGS IN EVERY STATION'S LIBRARY!

FREDERIC W. ZIV COMPANY
2436 READING ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

WBNX

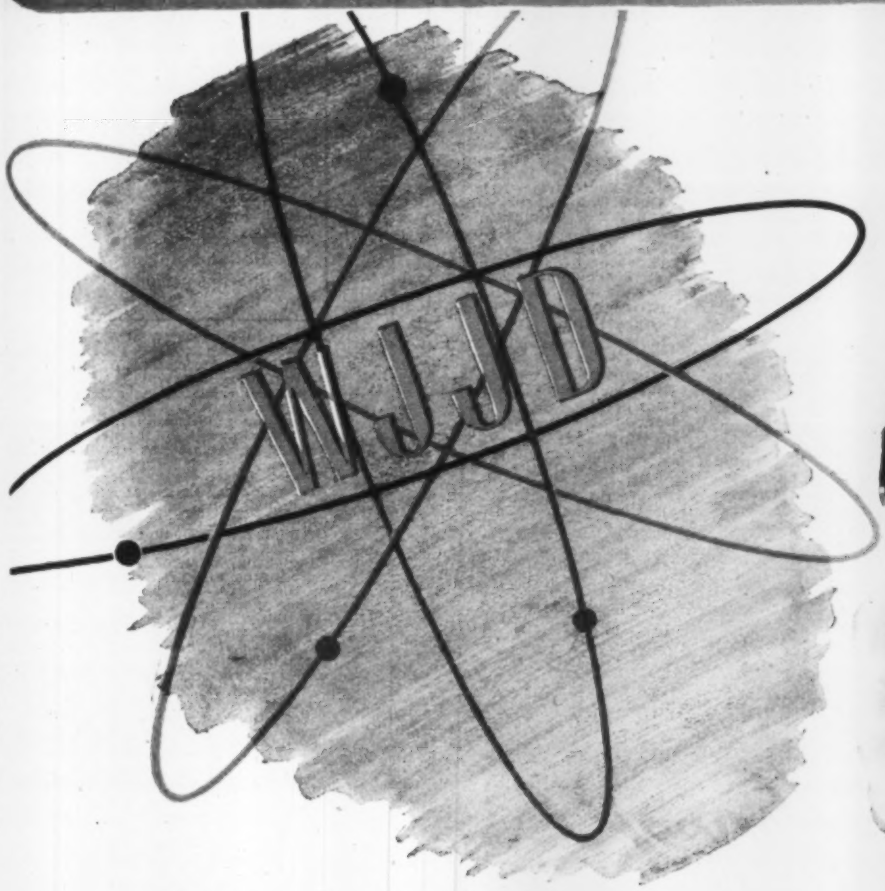
DAILY PROGRAMS IN

Italian
Polish
English
Jewish
German

5000 WATTS DIRECTIONAL OVER NEW YORK

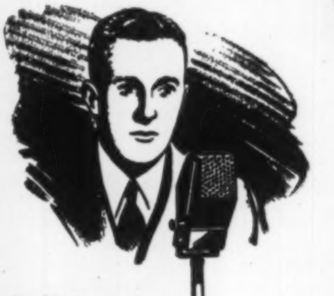
America's Leading Foreign Language Station

WJJD CHICAGO'S LARGEST INDEPENDENT STATION



Exclusive Coverage!

WHITE SOX NEWS



Ex-Marine

Jack Brickhouse

This versatile nationally-known sports announcer has, during his career, broadcast football, boxing, basketball, and the Democratic and Republican Conventions in 1944—a major feat.

The exclusive WJJD White Sox baseball game of the afternoon is re-enacted that same evening by sports-announcer Jack Brickhouse.

This stirring play-by-play report of the "Sox News" is available for a vast evening listening audience, Monday through Saturday, 6:00-6:15 P. M.

WJJD, Inc.
230 North Michigan Avenue
Chicago 1, Illinois

PAUL H. RAYMER
366 Madison Avenue
New York City

A *Marshall Field* STATION 20,000 WATTS

(*Continued from page 22*)

mentions, Pulpit in a Foxhole (There Are No Atheists in Foxholes), WNEW New York; Victorious Living, International Council of Religious Education.

Agricultural Broadcasts — No first award. Honorable mentions, Ohio Farm & Home Hour, Ohio State U. Agricultural Extension Service, WOSU Columbus; Farming With Kenneth Yeend, KIRO Seattle.

Women's Programs—Two first awards, Consumer Time (Where Are the Drumsticks?), War Food Adm., WRC Washington and NBC; Martha Deane Program, WOR New York. No honorable mention.

Cultural Programs—Three first awards to CBC for Stage 45 (A Play On Words), CBL Toronto; Mulrooney's New Year's Party, CBL Toronto; Montreal Drama (O Day of Joy and Gladness), CBM Montreal. Honorable mention, Words At War (Assignment, U. S. A.), Council on Books in Wartime, WEAF New York and NBC.

Public Discussion Programs — First award, Our Children (Giving Jimmy an I. Q. Test), WHA Madison, U. of Wis. station. Honorable mention, The Baxters (On the Spiritual Side), National Congress of Parents & Teachers, WMAQ Chicago and NBC. Special mention, Alcoholics Anonymous (New Tomorrow), WWJ Detroit.

News Interpretation Programs—First award, H. V. Kaltenborn (My European Trip), Pure Oil Co., WEAF New York and NBC. No honorable mention.

Programs in Furtherance of the War or the Peace—Three first awards, America Unlimited, Republic Steel Corp., WGN Chicago; The March of Minnesota (Just a Guy Named Joe), Minnesota Resources Committee, WCCO Minneapolis and special network of Minnesota stations; Russian War Relief Presents (Convoy to Russia), Russian War Relief Inc. Honorable mention, Voice of the Army (Names on the List), Recruiting Publicity Bureau, U. S. Army, Governors Island.

Children's Programs for Listening Out of School—Books Bring Adventure (Smoky Bay), Assn. of Junior Leagues of America. Honorable mention, Story-Book Time (Gregory Ghost), WLB Minneapolis, U. of Minn. station.

Programs for Use in School by Primary Children—First award, Your Story Parade; Texas School of the Air (Horton Hatches the Egg), Texas State Dept. of Education, WBAP Fort Worth and Texas Quality Network. Honorable mention, Old Tales and New (Geoffrey, the Giraffe), WLB Minneapolis.

Programs for Use in School by Elementary Children—First award, Standard School Broadcast (The Percussion Instruments), Standard Oil Co. of Cal., KPO San Francisco and NBC Pacific Coast Network. Two honorable mentions, Exploring the News; Wisconsin School of the Air (Peter Learns About England), WHA Madison and WLBL Stevens Point, Wis.; Once Upon A Time in Ohio; Ohio School of the Air (Nellie Gray), WOSU Columbus.

Programs for Use in School by Junior and/or Senior High-School Pupils—First award, Conserving Canada (Nature's Revenge), CBC, CBL Toronto. No honorable mention.

GROUP II—Entries by Local Station or Organization.

Religious Broadcasts—No first award. No honorable mention.

Agricultural Broadcasts — No first award. No honorable mention.

Women's Programs—No first award. No honorable mention.

Cultural Programs — First award, WNYC American Music Festival—1945, Municipal Broadcasting System, WNYC New York. Special mention, New World A-Coming (The Vermont Experiment), City-Wide Citizens Committee on Harlem, WMCA New York.

Public Discussion Program — First award, Free Speech Forum (Will the 60 Million Job Plan Work?), N. Y. Newspaper Guild, WMCA New York. No honorable mention.

Personal and Family Life Programs—No first award. Honorable mention, Let's Talk About the Children, WEEI Boston.

News Interpretation Programs—First award, History in the Making (Why the Germans Continue to Fight), U. of Colorado and Rocky Mountain Radio Council, KVOD Denver. Honorable mention, News Parade (Town Crier of Chungking), WNEW New York.

Programs in Furtherance of the War or the Peace—No first award. No honorable mention.

Children's Programs for Listening Out of School—First award, Story Time (The Five Hundred Hats of Bartholomew Cubbins), Colorado State College of Education and Rocky Mountain Radio Council, KLZ Denver. No honorable mention.

Programs for Use in School by Primary Children—No first award. No honorable mention.

Programs for Use in School by Elementary Children—No first award. Honorable mention, News Today—History Tomorrow, Rochester Public Schools Visual Education Dept., WHAM Rochester, N. Y.

Programs for Use in School by Junior and/or Senior High School Pupils—First award, Our America (Our America—Oil), Radio Council of Chicago Public Schools, WBEZ Chicago, Chicago Public Schools. Honorable mention, Behind Today's News, WIP Philadelphia.

New Blue Office

BLUE NETWORK has expanded to an entire floor in the Hollywood Center building and is giving up its offices at Yucca and Vine streets, thus cutting its Hollywood locations from five to four. The promotion department is now housed in the new quarters, with the expanding program department taking over the former's offices in Radio City. Other departments in the new office are auditing, purchasing, cashier, payroll, guest relations, research and audience promotion.

Doffs Mask

NOM de Guerre for four years for the CBS shortwave Dutch news broadcaster from New York was Koen Van Sijzen. A few days ago the engineer handling the broadcast was startled to hear him sign off as "your Dutch news reporter, Bernard Person." Person was a noted Dutch journalist in pre-war Holland and had changed his name to protect his family, living in Holland during the Nazi occupation period.

Robert S. Manigault

ROBERT S. MANIGAULT, 50, president of WTMA Charleston, S. C., the *Charleston News and Courier* and the *Charleston Evening Post* died May 12 at his home there. He served in the first World War returning to succeed his father, the late Arthur M. Manigault, as publisher of the *Post*. The newspaper purchased WTMA in April 1940. He was a member of the St. Philip's Protestant Episcopal Church, Carolina Yacht Club and the Charleston Club.

a Super-Hooper!

Four successive Hooper surveys all show the same marked preference for KTSM

Mid-winter, 1945

El Paso, Texas	KTSM	Station B	Others
INDEX			
8:00 AM—12:00 N Mon. Thru Fri.	68.9	20.9	10.2
12:00 N—6:00 PM Mon. Thru Fri.	69.9	23.8	6.3
6:00 PM—10:00 PM Sun. Thru Sat.	68.2	26.5	5.3

The mid-winter Hooper survey turned out to be a real Super-Hooper! Just one point to remember when you're buying time—there's no substitute for listeners.

KARL O. WYLER, *Manager*
Represented Nationally by
GEORGE P. HOLLINGBERY COMPANY
NBC—*America's No. 1 Network*

KTSM
EL PASO, TEXAS

U.P. gives you
"THE WORLD'S BEST COVERAGE OF THE WORLD'S BIGGEST NEWS"

WKY
Coverage
IN
OKLAHOMA!

WKY'S NEWS EDITOR, Dow Mooney, interviews two of rescue squad from nearby Camp Gruber. Quick-thinking train crew uncoupled passenger coaches; all passengers were saved.

WKY Goes Everywhere in Oklahoma to Give Eye-Witness News Coverage to Listeners

ALMOST at the same moment that Franklin Delano Roosevelt died in Georgia last month, the skies over Oklahoma darkened and wind and rain wreaked havoc at widely scattered points in the state.

Early the following morning an M.K. & T. passenger train tumbled off a flood-weakened trestle reportedly drowning some 50 passengers.

To this spot in Eastern Oklahoma, 150 miles away, and to other storm and flood-torn areas, WKY dispatched its newsmen and eye-witness reporters; brought back the story of death and destruction which whipped through the state as WKY has done innumerable times in the past.

WKY was on the job. WKY was ready because WKY long ago assumed the responsibility and the obligation to cover Oklahoma news thoroughly wherever or whenever it happens. This policy has taken WKY to every corner of Oklahoma and has taken Oklahoma listeners to unnumbered important state events during the past 17 years.

WKY has made a specialty of entertaining, serving and pleasing Oklahoma listeners. In this it has done an unparalleled job and is the station today, as always, to which most Oklahomans listen most of the time.

WKY

OKLAHOMA CITY

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING CO.
The Daily Oklahoman and Times — the Farmer-Stockman
KVOR, Colorado Springs — KLZ, Denver (Affiliated Mgmt.)
REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

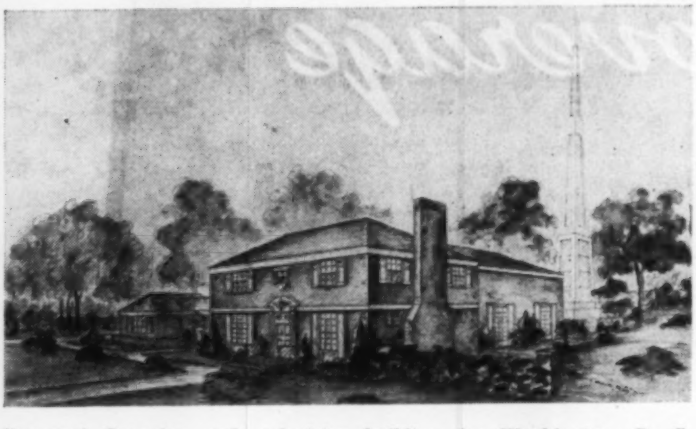
Appeal Brings Cards

TWO ANNOUNCEMENTS by Mal Murray over WNAX Yankton, S. D., brought 3,000 decks of playing cards for GI's in veterans' hospitals. The appeal was part of a campaign by the Sioux City, Iowa, Oriental Band. During special 15-minute program, band thanked WNAX and Announcer Murray. Seven thousand decks of cards were gathered during drive.

CHPS to Move

CHPS Parry Sound, Ont., will move to Orillia, Ont. and change call letters to CFOR during the coming summer, Gordon E. Smith, owner, announced. Station has permission to increase power from 250 w to 1 kw as soon as equipment is available. CHPS was established during the war to serve war-born munitions plant workers.

Zoning Change for Video Urged in D.C.



Proposed Georgian style television building for Washington, D. C., residential areas.

Action in Capital Seen As Precedent for Other Cities

A FORETASTE of zoning problems attending the establishment of television and FM stations in large cities was given the Washington, D. C. Zoning Commission last week at a hearing to consider a proposal to permit the erection of antennae towers in residential districts of the nation's Capital. The District's action may set a precedent for the entire country, industry spokesmen for the proposal told the Commission.

Led by Harry S. Wender, counsel for Bamberger Broadcasting Service, New York, representatives of WOR, DuMont, NBC, and TBA told the Commission of plans to build possibly four television stations in the Capital, linking up Washington with New York so that national events and Broadway entertainment could be televised for audiences of both cities. New designs for studio buildings and towers to harmonize with residential architecture were submitted.

Best Sites Zoned

Members of the Zoning Commission considering the proposal are the Commissioners of the District of Columbia, the Architect of the Capitol, and the Director of the National Park Service. Maj. Gen. U. S. Grant, III, Chairman of the National Park Planning Commission, supported the proposal but recommended that each location be considered separately. He vigorously opposed a suggestion that television towers be located in Rock Creek Park.

Following the presentation of two films, offered as evidence of the progress in television development, Mr. Wender asserted his clients plan to set up in Washington one of the finest television stations in America. He explained, however, that the most desirable sites are in the residential areas of the city and that a change in zoning regulations would be needed

(*Continued on page 28*)

There's NOTHING FICKLE about KCKN

True blue to one "love"—that's KCKN. And that "love" is plenty deserving of exclusive attention, for the Greater Kansas City market offers nine hundred million dollars of buying power.

Making no effort to interest the surrounding thinly-spread farm and small town market, KCKN, and only KCKN, programs *exclusively* and *specifically* for city listener tastes—for the rich, fertile, *concentrated* sales potential that is Greater Kansas City.

The result being that Kansas Citians look to KCKN for the kind of radio entertainment *they* like—day and night, all night.

Thus, through KCKN, you may tell and sell Greater Kansas City's in-the-money, eager-to-buy listeners, *without the rate penalty of outstate coverage.*

Contact your nearest Capper office.

Music by Day - Mutual at Night

KCKN Kansas City

The Voice of Greater Kansas City

BEN LUDY, GENERAL MANAGER, KCKN, KANSAS CITY . . . WIBW, TOPEKA
ELLIS ATTEBERRY, MANAGER, KCKN, KANSAS CITY

CAPPER PUBLICATIONS, Inc.

NEW YORK 17: 420 LEXINGTON AVENUE MOHAWK 4-3280
SAN FRANCISCO 4: 1207 RUSS BUILDING DOUGLAS 5220
CHICAGO 1: 180 NORTH MICHIGAN AVENUE CENTRAL 5977
KANSAS CITY 6: 300 WALTOWER BUILDING VICTOR 3864
KANSAS CITY MARKET
KCKN

LET'S TALK Turkey
CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA • MONTANA

E. CARTER PERKINS

Poetry MUST BE HEARD TO *Live!*

WHILE Edgar Allan Poe lived his poetry went unappreciated. The greatest poet America has ever produced died a pauper, to rest for many years in an unmarked grave.

Now, since his works have been translated into every known language, and are heard and read by millions, his fame reaches 'round the world.

Radio draws a parallel. Yours may be a fine program, with an interesting sales message, but, unless the public is tuned-in, it goes unnoticed. To be sure your message "gets across," broadcast it over WCBM, for a rich market has established WCBM as Baltimore's listening habit.

WCBM

Baltimore's Listening Habit

John Elmer *President*	**Free & Peters, Inc.** *Exclusive National Representatives*	**George H. Roeder** *General Manager*

It's There!

Just like the thrilling confidence that goes with that ace in the hole to fill a top straight, does WWVA give advertisers that for-sure substantial up-swing of the sales curve. Here's what a WWVA first-timer had to say on the subject:

●

"We have just completed our sales analysis of the territory covered by your Station WWVA and we are pleased at the substantial increase in sales that were effected since we went on the air over your station.

"This is very encouraging to us and we hope that next season we will be able to continue over Station WWVA either at the same time or with an improved position."

Serving Eastern Ohio, Western Pennsylvania and Northern West Virginia

—ASK A JOHN BLAIR MAN—

Basic Blue Network

ONE OF THE WORLD'S BETTER RADIO STATIONS

WWVA

50,000 WATTS WHEELING, WEST VA.

(*Continued from page 26*)

before any steps could be taken toward purchase. The proposed amendment follows:

Permit in a residential district the erection of antennae towers for television and frequency modulation broadcasting to any height and in conjunction therewith the erection, alteration or use of buildings for transmission equipment on the same lot or elsewhere when the Board finds:

A. That the proposed location and height will not affect adversely the use of neighboring property in accordance with the zoning regulations and map;

B. That any part of an antenna tower is removed from all low lines a distance of at least one-fourth of its height or is separated from other property by an intervening street;

C. That the proposed height of the tower is reasonably necessary to render satisfactory service to all parts of the District of Columbia; and

D. That any transmission equipment to be housed in a residential district is technically necessary for satisfactory and reasonably economical transmission.

Before granting such appeals the Board shall submit the application to the National Capital Park and Planning Commission for a report, provided, however, that antennae towers to be erected to a greater height than any limit prescribed by the Act of June 1, 1910, regulating the height of buildings in the District of Columbia (36 Stat. 452) shall require approval by the Commissioners of the District of Columbia.

High Spots Needed

Eugene S. Thomas, sales manager for Bamberger, told the Commission WOR aims to bring to Washington a high type of service but requires "high spots" to assure maximum reception. He exhibited designs for one-story and two-story residential type studio structures, which would blend with neighborhood homes, and decorative towers 300 ft. in height. He said the DuMont station in New York is 600-700 ft. above street level and that there are no buildings in Washington which can provide the required line of sight.

George C. Davis, consulting engineer, formerly with FCC, explained in behalf of WOR that to achieve good reception television stations require high elevation for tower sites. Much superior service will result if the line of sight is clear, he added, pointing out that height obstructions interferes with reception, causing distortions, shadows, ghosts, etc. He said television development is being delayed only by military requirements for radio and radar.

J. R. Poppele, president, Television Broadcasters Assn., and chief engineer for WOR, said there are nine television stations operating regularly and that anyone in New York with a receiver can get programs at any time from the NBC, DuMont or CBS stations. He said there are 122 applications for video stations before the FCC and predicted the figure would be 422 after the war—the maximum which could be permitted under available frequencies. He explained that high elevation is necessary for (1) reception and (2) distribution. Maximum coverage obtained by a 300 ft. tower, he said, would be 45 miles.

William A. Roberts, general counsel for TBA, also representing Allen B. DuMont Laboratories, brought out that because of channel width requirements for television the number of stations will be limited. He pointed out that the same frequency cannot be used for

(*Continued on page 30*)

CBS 40% War

CBS research department finds that 40% of this network's total broadcasting time since Pearl Harbor has been devoted to war news and other war-related programs. A total of 9,899 hours has been given over to war theme programs and announcements since Dec. 7, 1941. War news programs accounted for 3,844 hours, 38.7% of the total.

Your MUTUAL Friend

E. A. ALBURTY, Gen. Mgr.

Memphis, Tennessee

●

Now Available

Top ranking show with a known audience

5.1

Says Oct.-Feb. Hooper

THE JOE MANUEL SHOW
Mon. thru Sat. 11:45 am

For low talent cost call WHBQ or Rambeau

Represented by RAMBEAU
HOLLYWOOD • CHICAGO • NEW YORK

SPORTS
MUSIC
NEWS

W • H • N

50,000 WATTS

DIAL 1050

matching customers to commodities

When the giant of American production for war turns to production for peace, there must be a *consumer* for every *product* that rolls off the line.. from Maine to California and from Canada to the Gulf.

Can you picture in your mind's eye this avalanche of commodities on the nation's conveyor-belt? To say that it will be slightly terrific is sheer understatement.

In spite of today's starved market, these goods will have to be *sold,* in earnest competition for a slice of the consumer's dollar. That will call for *mass* selling, with a *mass* medium, like radio, applying its demonstrated power and penetration.

In markets like Pittsburgh, Philadelphia, Boston, Springfield (Mass.), Ft. Wayne, and Portland (Ore.), a sagacious group of American manufacturers will look to the stations of Westinghouse for this mass power. Even now, many of them are pre-viewing their products for the 18,000,000 prospects in these rich regions.

For matching customers to commodities, it is later than you think. Consult our National representatives, listed below.

WESTINGHOUSE RADIO STATIONS Inc

KEX • KYW • KDKA • WBZ • WBZA • WOWO

REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX • KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

(*Continued from page 28*)

locations closer than 85 miles apart.

Asserting there will probably be three and not more than four television stations in Washington, Mr. Roberts estimated that standard television receivers will be produced to retail at $75 to $125. The average man will pay $225-$250 for more elaborate sets combining AM, FM and television, he said.

Hotel Site for NBC

Carleton Smith, general manager WRC, Washington NBC outlet, told of NBC's interest in building a television station in Washington. He introduced Raymond Guy, Radio Facilities Engineer, NBC, who said the network plans a station at the Wardman Park Hotel and is awaiting only the green light from FCC to proceed with construction.

Commenting on doubts expressed by George A. Corbin, representing the Manor Park Citizens Assn., as to the desirability of the towers in a residential area, Mr. Guy told the Commission: "NBC would not be so brash as to put an eyesore in a fine residential district". He added that NBC goes beyond safety requirements to protect adjacent areas from possibility of tower collapse and that it has never had a tower blown down nor any of its parts blown off.

He testified that efforts to purchase television sets from owners for use in veterans hospitals have been fruitless. Some owners, he said, set a price of $1,500 and others refused to sell at any price.

Douglas Clark, chairman of the Zoning Committee, Federation of Citizens' Associations, testified that his organization had given almost unanimous support to the proposed amendment. He said it was the Committee's conviction that every encouragement should be given to bring television to Washington and pointed to tax revenues which will result from such facilities.

Others attending the hearing were Kenneth Berkeley, general manager, WMAL Washington; Frank Scott, WOR counsel; Ted Herr, television engineer, Philco; Reed Rollo, Washington counsel, Philco; Gus Margraf, Washington counsel, NBC; Frederick P. Guthrie, District Communications Manager, RCA; C. B. Plummer, assistant chief, Nonstandard Broadcast Engineering Section, FCC; and E. R. Greenleaf, R. W. Prince and J. N. Bradley, Chesapeake & Potomac Telephone Co., Washington.

WHBL Joins Blue

WHBL Sheboygan, Wisc., operating on 1330 kc, 1000 w (daytime), 250 w (nighttime), will join the Blue Network effective June 15.

RELEASE REVIEWS 25 YEARS AT KDKA

KDKA Pittsburgh has given background history of its 25 years of radio broadcasting in a release issued May 15. Taken from its files the copy includes anecdotes, KDKA firsts and a chronology of station progress.

Among KDKA firsts, besides the first scheduled radio broadcast, was the first regularly broadcast church services and necessary remote pickup; first regular broadcast baseball scores, play-by-play baseball and football, blow-by-blow boxing, heavyweight championship and world series; first market reports.

The release tells how phonograph music was played for the first time by Dr. Frank Conrad on Oct. 17, 1919. A deluge of mail answered the innovation and specific requests for certain records were made. Because Dr. Conrad's supply of records was limited the Hamilton Music Store in Wilkinsburg offered a continuing supply if he would announce that the records could be purchased at the store and thus became the first radio advertiser. A list of topflight radio personalities who made their debuts over the station is included.

New WAIT Policy

NEW POLICY starting June 2 on WAIT Chicago will eliminate all religious programs except on Sundays and all mail-order accounts, automatically cancelling the *820 Club* program featuring Tom Moore, 6 times weekly, 12 noon-1:30 p.m., which is sponsored by mail order houses. Approximately $160,000 revenue per year is said to be cancelled due to this policy. Station expects to program 25 minutes of music followed by five minutes of news, then 25 minutes of music, with five minutes of news following. Four minutes of commercial is expected to be programmed during every half hour broadcast.

COL. EDWARD M. KIRBY, chief of the Radio Section, War Dept. Bureau of Public Relations, and former NAB publicity head, addressed the Kiwanis Club of Chicago last Thursday on "American Radio in War".

TODAY'S BEST In Radio ON DUBUQUE'S FIRST STATION
TONIGHT'S BEST In Radio ON DUBUQUE'S FIRST STATION
What Can You Expect of THE WORLD AHEAD
Where will the United Nations strike next?
SATURDAY
Saturday Night
TONIGHT Now on the BLUE NETWORK Hear "THE MARCH OF TIME" WKBB
FOOTBALL tonight over WKBB 10:30 to 11:30 p.
SATURDAY Brahms' Concerto in D minor Piano and Orchestra
PHILCO
NOW
Guy Lombardo
The Doctors Talk It Over

How WKBB Gets Listeners For Your Program in Dubuqueland

In the NEWSPAPERS

NEWSPAPER ADVERTISING is used liberally by WKBB to attract listeners to the WKBB programs. The WKBB newspaper schedule varies from large institutional ads, selling the station and its public service policies, to small plugs for individual programs. WKBB's newspaper linage in all Dubuque newspapers is far in excess of any other station operating in this area. Readers of Dubuque's radio pages are never allowed to forget the fine programs available on WKBB.

WKBB's leadership in audience response is proven by a November listener survey conducted by Robert S. Conlan & Associates which showed that the four programs with top audience ratings in the Dubuque area were all WKBB programs. The ratings for the entire survey period were . . . WKBB 36.4; 2nd Station, 30.2; 3rd Station, 13.3.

Choose WKBB for the most complete Dubuque radio coverage available.

James D. Carpenter—Executive Vice President
Represented by Howard H. Wilson Company

WKBB 1490 ON YOUR DIAL
BLUE NETWORK STATION····DUBUQUE, IOWA

WJHP JACKSONVILLE FLA

NORTHERN FLORIDA'S BEST RADIO "BUY"
• Send for Details •

Represented by JOHN H. PERRY ASSOCIATES

Combinations that -C-L-I-C-K-

KSD NBC AP

BOB HOPE
& JERRY COLONNA

In EVERY field of endeavor, outstanding achievement is the result of a combination that "clicks." A typical example is the combination of KSD-NBC-AP.

KSD is the NBC basic station for St. Louis; it is 225 miles to the nearest other NBC basic outlet. KSD is the only broadcasting station in St. Louis with the full service of the Associated Press—the AP news wires plus the PA radio wire. KSD is recognized throughout its listening area for its high standard of programming and advertising acceptance.

To sell the great St. Louis market, use "The Combination that CLICKS."

KSD

ST. LOUIS • 550 KC

Owned and Operated by the

ST. LOUIS POST-DISPATCH

National Advertising Representatives

FREE & PETERS, INC.

AM
FACSIMILE
FM
TELEVISION
and Now
SELLEVISION

the EYE to the EARS of TOMORROW

Sales-wise, KSTP's *todays* take care of themselves.

But it is not just happenstance that KSTP listenership is increasing steadily . . . in rural Minnesota as well as in the Metropolitan Twin Cities Market. For many yesterdays and many yesteryears, we have had *an eye to the ears of tomorrow.* The far-sighted awareness of effective programming and promotion . . . the determination and the know-how to do a comprehensive job of both . . . the continuity of our state-wide audience promotion for the past four years . . . the exclusive merchandising machinery we call Planalyzed Promotion . . . these things are *Sellevision!*

50,000 WATTS—CLEAR CHANNEL
NORTHWEST'S LEADING RADIO STATION
EXCLUSIVE NBC AFFILIATE FOR THE TWIN CITIES

KSTP
MINNEAPOLIS . . . ST. PAUL

Represented Nationally by Edward Petry & Co.

Rio Radio Meeting Agenda Reviewed

Preparatory Group Meets Wednesday in Capital

AGENDA for the Third Inter-American Radio Conference will be reviewed at a meeting of the Preparatory Telecommunications Conference Wednesday morning at the State Dept. in Washington. The meeting is part of the preparatory work of drawing up proposals for the U. S. Government to forward to the other nations for consideration before the Rio de Janeiro Conference Sept. 3, 1945.

Review of the Havana and Santiago documents is planned and working committees will be designated to prepare draft proposals for consideration at another meeting in the near future.

Preparatory Work

Since the preparatory conference in August 1944, which set up three committees, most of the work accomplished to date has been on the preparation of proposals for revision of the International Telecommunications Convention and the General Radio Regulations. When completed this material is intended for consideration at a world-wide conference and also for interim informal discussion with other governments.

The agenda, provided by the Brazilian Government, proposes many subjects besides opening up the possibility of revision of the Havana Convention, its accompanying Agreement or the Santiago revision thereof.

Main points of the agenda are:

1. In revising the Convention to examine possibilities of its amplification with object of: (a) Including all forms of telecommunications; (b) Forming an Inter-American Telecommunications Union and secretariat similar to the central office of the International Telecommunications Union, with consequent closing of the present Inter-American Radio Office; (c) Changing the present Inter-American Radio Communication Agreement title to that of Inter-American Radio Communication Regulation; (d) Defining the limits of the American Region; (e) Standardizing the time in telecommunication services on the American continent.
2. To establish the general principles for distribution and utilization of radio frequencies, as well as the standards of good engineering practice, especially regarding the stabilization of frequencies and width of wave bands.
3. To settle various governments' attitudes about matters which may be the object of the next American telecommunications conferences and to draft respective proposals.
4. To confer on the possibility of calling an international meeting on shortwave broadcasting problems.
5. To discuss rates for inter-American telecommunication services.
6. To discuss a proposal by Canada that the North American Regional Broadcasting Agreement be prolonged for two years.

Music's Record

WARTIME "Music at work" production records have earned a favored position in postwar management and labor plans for factory improvement in the opinion of Allan R. Royle, Stromberg-Carlson Co. sales manager of the sound equipment division. Speaking before the membership of the Rochester (N. Y.) Engineering Society he appraised the use to which such music has been put. One plant, he said, increased a prior-record man-day production of 9,608 units to 11,484 units. When the music was shut off output dropped 18 per cent. Another plant discovered application of music lowered the high rate of absenteeism which had been vexing the management.

KVAN Vancouver, Wash., has completed remodeling of control room, news room and sales offices.

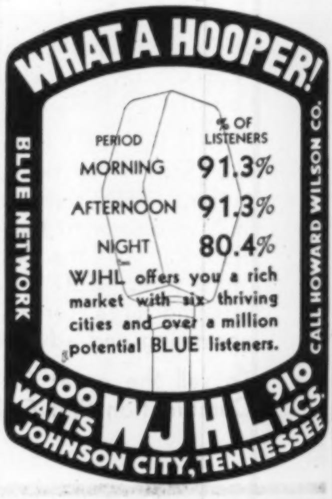
It brings RESULTS!

Admiring diamonds in a shop window is a subtle hint for a proposal. Your sales message over WLAW will produce immediate action, too.

WLAW
LAWRENCE, MASS.
Serving Industrial New England
5000 WATTS 680 Kc.

Serving
1,902,591 Residents
in
Industrial New England

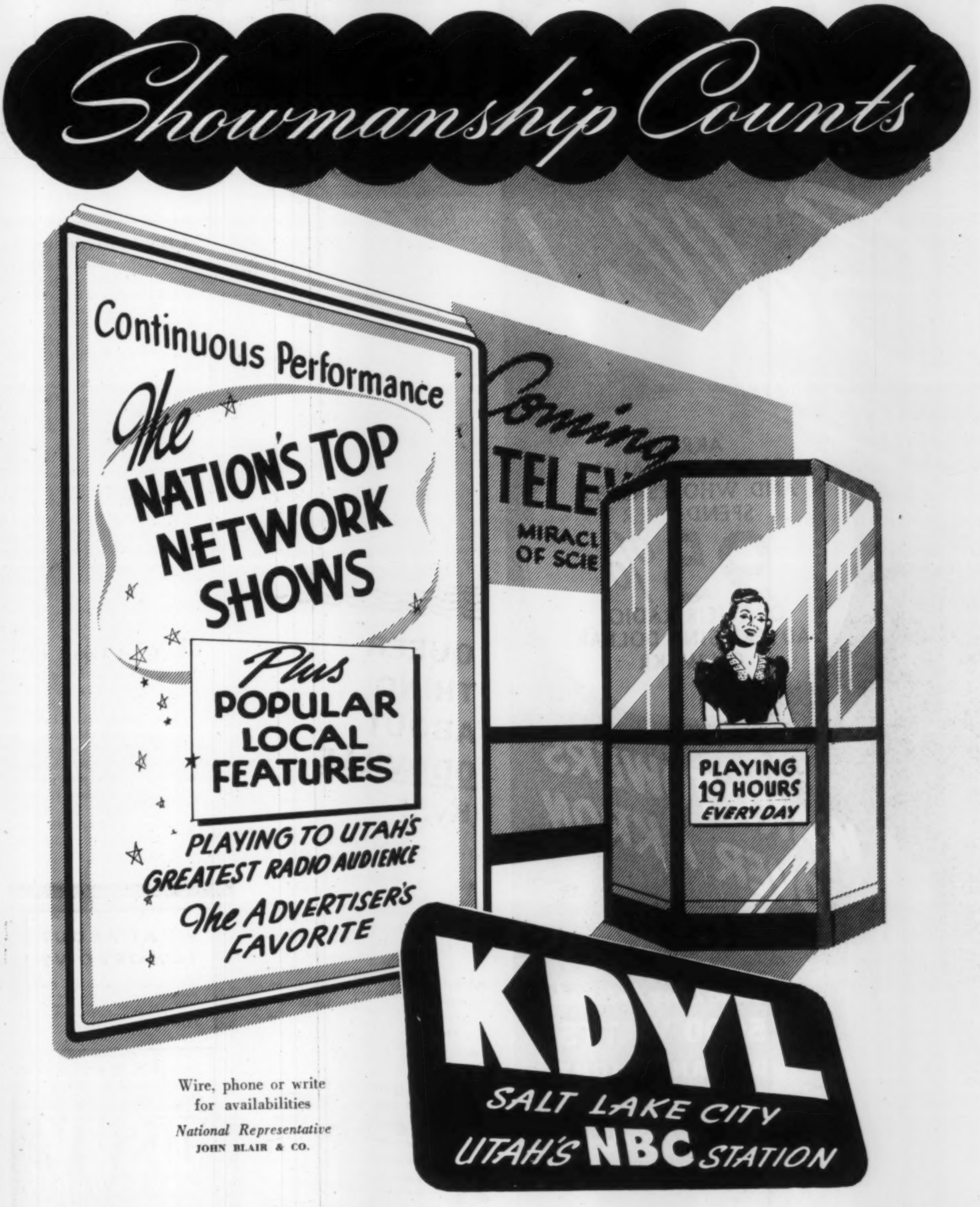
NATIONAL REPRESENTATIVES:
WEED & CO.



PERIOD	% OF LISTENERS
MORNING	91.3%
AFTERNOON	91.3%
NIGHT	80.4%

WJHL offers you a rich market with six thriving cities and over a million potential BLUE listeners.

IN UTAH...


Showmanship Counts
Continuous Performance
The NATION'S TOP NETWORK SHOWS
Plus POPULAR LOCAL FEATURES
PLAYING TO UTAH'S GREATEST RADIO AUDIENCE
The ADVERTISER'S FAVORITE
Coming
TELEV
MIRACL
OF SCIE
PLAYING 19 HOURS EVERY DAY
KDYL
SALT LAKE CITY
UTAH'S NBC STATION

Wire, phone or write
for availabilities

National Representative
JOHN BLAIR & CO.

WAKR

Sells!

THAT'S WHY

AKRON GROCERY CHAINS AND WHOLESALERS SPEND OVER 95% OF THEIR RADIO ADVERTISING DOLLAR ON WAKR

WAKR TOWERS OVER AKRON

Basic Blue Network

5000 WATTS

DAY AND NIGHT

★

Weed & Co.

National Representatives

MARINES TO GET RADIO RECEIVERS

MARINES in the Pacific are to receive 3,000 radio receivers to supplement those on hand as a result of the 30,000-mile tour of inspection taken by 1st. Lt. George F. Putnam, USMCR, Special Services officer, and ex-NBC top news reporter.

"With these additional sets," Lt. Putnam said, "the men have a better chance to hear the Armed Forces Radio Service stations that are doing such a terrific job in the Pacific." Because of the mobility of Marine units, the supply problem of "nonessentials" such as radios, has been difficult. "But they have managed to listen through the PA systems, group radios and improvised sets that range from rebuilt equipment to wired mess kits, where individual sets are not available," he said.

"Tokyo Rose's Crossley is practically nil," he added. "The men prefer the AFRS programs, and listen whenever possible, especially to the hourly newscasts and the music shows."

In addition to the new radio receivers, Lt. Putnam also arranged for extra PA systems, fuller circulation of AFRS transcription kits and variable speed turntables to be used at AFRS stations. Plans were laid for wider Marine participation in the stations, now that AFRS is a combined operation.

QUEER THING ABOUT ODDVILLE (Ky.)!

Yes, there IS an "Oddville", Kentucky. But the biggest oddity is that some advertisers spend good money to reach the handful of ruralites residing there! Why do they *do* it when the big profits lie in WAVE's Louisville Trading Area, where people spend more money than in all the rest of Kentucky combined? Radio advertisers can't expect to break even on Oddville, but all bets are in their favor here! Lay some on the line and let us *prove* it!

LOUISVILLE'S

WAVE

5000 WATTS . . . 970 K.C. . . . N.B.C.

FREE & PETERS, INC.

National Representatives

Court Approves

WIVES of Supreme Court Justices present at the *Breakfast Club* broadcast from Washington last Monday for the War Bond campaign, gave the program a "favorite" vote from the distaff side at least, according to Don McNeill, m.c. Justice William O. Douglas who appeared on the show also gave his formal approval to the informal session at Constitution Hall.

CBS Anniversary

THE CBS Network of the Americas (Cadena de las Americas), the first radio chain to link all of the Latin American republics with the United States, marked its third anniversary May 19 at a party at the Waldorf-Astoria Hotel, New York, attended by network officials and representatives of the areas covered by the network. Operating under the direction of Edmund Chester, CBS director of Latin American relations, the network now includes a total of 109 affiliates, who receive programs from three 50-kw transmitters, WCBX WCRC WCBN, for rebroadcast locally by longwave.

Last year a daytime program service totaling 4½ hours was introduced. CBS transmitters operate now 84 hours weekly in Spanish and 52½ hours in Portuguese, with special emphasis on news.

Ask West Coast CP

ASSIGNMENT of 250 w unlimited time on 1340 kc at Palm Springs, Cal., is requested in a new application filed with the FCC by Palm Springs Broadcasting Co., a new partnership composed of Richard W. Joy, former announcer with KNX Los Angeles who has freelanced since release from the Navy, and Donald C. McBain, United Airlines pilot formerly with KNX in a technical capacity. Both hold equal interest.

WHAT ABOUT TOMORROW?

The Savannah Seaboard is the *High Spot* of the *New Industrial South.* Here are *permanent* "PLANTS—PAYROLLS—PEOPLE". Yours thru WSAV!

NBC

WSAV

SAVANNAH

[illegible]

[illegible]

YOU MAY BE ABLE TO PUSH A "BIKE" 2,093 MILES IN 6 DAYS* —

BUT— YOU CAN'T PEDDLE INTO WESTERN MICHIGAN FROM THE "OUTSIDE"!

Yes, you might easily *pedal* to this section from Chicago or Detroit, but you can't *peddle* from there, by radio! Why? Because ALL outside stations give up the ghost when they hit the fortress-wall of *fading* around Western Michigan.

So if listeners in this territory hold any attraction for you (and they do for others) you'll have to come closer to get their ears. "Closer" means inside-the-wall. Listeners here *have* to tune-in Western Michigan stations—or none. Naturally the best-programmed station gets the audience.

In Kalamazoo, Battle Creek and Greater Western Michigan, that station is WKZO, serving *eighteen counties* with a daytime population of 630,762 people. In Grand Rapids and Kent County, it's WJEF, serving a quarter-million people with the most favorable frequency in the market (1230KC). Both WKZO and WJEF are CBS. Both are programmed for their specific areas. Both are owned by the Fetzer Broadcasting Co., and are sold in combination at a bargain rate per thousand radio homes. Together they offer *complete coverage* of Western Michigan.

Let us send you the whole story—or just ask Free & Peters!

** Charlie Miller rode a bicycle 2,093 miles in six days at Madison Square Garden 1898.*

WKZO

CBS – FOR KALAMAZOO, BATTLE CREEK, AND WESTERN MICHIGAN

WJEF

CBS-FOR GRAND RAPIDS AND KENT COUNTY

BOTH OWNED AND OPERATED BY FETZER BROADCASTING COMPANY

FREE & PETERS, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

Two New Local Stations and Twelve Renewals Are Granted by Commission

TWO NEW local stations were granted conditionally last week by the FCC, one contingent upon clearance by the War Production Board on necessary construction. At the same time the Commission granted renewals to 12 stations, 7 of which had been on temporary license pending inquiry in connection with the Commission's new commercial-vs-sustaining program policy. Commissioner C. J. Durr dissented.

Another of the five Virginia stations, made possible by conferences between Commission engineers and broadcasters [BROADCASTING, Dec. 25, 1944], was granted. Charles P. Blackley was issued a construction permit for a local outlet on 1400 kc, with 250 w, unlimited, for Staunton, Va. Mr. Blackley formerly was general manager and minor interest-holder of WSVA Harrisonburg, Va.

In its memorandum opinion the Commission said the WPB on April 16 granted its approval of the proposed construction under the policy of January 1944. Since the original grant was made Dec. 19, 1944, prior to the Jan. 16, 1945, supplemental policy, and since the WPB made no objection to the station under the supplemental policy, the construction permit was granted. Call letters WSTN have been assigned.

Herman Anderson, who was granted the conditional construction permit for a local in Tulare, Cal., to operate on 1240 kc with 250 w unlimited, must comply with WPB procedure. Original application was filed May 2, 1944, by Mr. Anderson and Robert Franklin, partners. Mr. Anderson later filed petition requesting withdrawal of Mr. Franklin. The FCC granted a construction permit Dec. 5, 1944, set it aside Dec. 12 and subsequently granted a construction permit.

The city of Tulare does receive service from existing stations, but the FCC held the policy restricting new construction to areas without service does not apply in the Tulare application. Final WPB approval for the construction must be obtained, however, before the construction permit becomes valid.

The seven stations which have been on temporary license were granted regular licenses with Commissioner C. J. Durr dissenting. Commissioner Durr, who consistently has felt the Commission should inquire into alleged top-heavy commercial schedules, in each of the clear channel renewals voted for further temporary licenses and continued inquiry. He also opposed one regional and a local renewal.

Five of the stations, all clear channel outlets, given three-year licenses expiring May 1, 1948, over Mr. Durr's objections, are: WCAZ Carthage, Ill., KGDM Stockton, Cal., KSL Salt Lake City, WQXR New York (main and auxiliary), KEX Portland, Ore. KSL also was granted extension of its special service authorization to operate with two Federal Telegraph tubes instead of two Western Electric tubes in the last radio stage, for a period not to exceed May 1, 1948.

The two other stations, to which Commissioner Durr opposed regular licenses, are WCAX Burlington, Vt., a regional, renewed to May 1, 1946, when its three-year period begins, and WIBX Utica, N. Y., a local, renewed to Feb. 1, 1946, when its regular three-year license period starts.

Other five renewals were granted to Aug. 1, 1946, beginning of the new three-year term, to: WMFG Hibbing, Minn., KGBS Harlingen, Tex., WEBQ Harrisburg, Ill., WBBL Richmond, Va., KICD Spencer, Ia.

Licenses covering construction permits were granted these new stations by the FCC Administrative Board; WJXN Jackson, Miss., 1490 kc, 250 w, unlimited; WPAG Ann Arbor, Mich., 1050 kc, 250 w, days.

Hotel Video Survey

NEW YORKER HOTEL Corp., New York, is conducting mail survey of its 70-80 thousand credit card holders asking whether they would like television sets installed in the hotel rooms. Frank L. Andrews, corporation president, says video sets definitely will be put in if the survey indicates guests want television. Results of the survey are due in about three weeks.

Radio Institute Plans

THE FIRST Radio Institute of the Rocky Mountain region at the U. of Denver will be held beginning June 17 for 10 weeks, Dr. Ben M. Cherrington, Chancellor, announced last week. Courses which will run throughout the entire 10 weeks include Problems in Radio, Radio Writing, and Radio Production. Courses offered the first five weeks only include Radio Broadcasting in Schools, Radio Announcing, and Religious Programs. Courses offered the second five weeks only will be Radio News, Radio for Children, Recording and Control Room Techniques, and Television Broadcasting. Wilson B. Paul, associate professor, School of Speech, U. of Denver and executive-secretary of Adult Education Council and Clarence Moore, program manager of KOA are co-chairmen of the Institute. The advisory board consists of program and traffic manager of the five radio stations in Denver.

NORTHWEST FARM FRONT

2 FULL HOURS--6 to 8 A. M.--Monday thru Saturday

DEDICATED TO THE NORTHWEST FARMER!

For Full Particulars and "Choice" Spots on the

"NORTHWEST FARM FRONT"

Write Direct or Ask any JOHN BLAIR Man

KFYR

BISMARCK N.D.
5000 WATTS
550 KILOCYCLES
NBC

Whether for Radio's finest programs or amateur auditions, best recordings are made on

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AUDIO DEVICES, INC. • 444 MADISON AVE., N.Y.

they speak for themselves **audiodiscs**

Broadcasters Challenge FCC Authority to Make Data Public

NAB, Networks Lead Protests Against Proposed Rules; Oral Argument Set for Next Monday

CHALLENGING authority of the FCC to open for public inspection financial and business data filed as confidential records, broadcasters are slated to go before the Commission next Monday morning to protest certain portions of proposed rules 1.301-1.304 [BROADCASTING, April 23, May 14]. The hearing will be the first for Vernon L. Wilkinson, new assistant general counsel of the FCC in charge of broadcasting.

Briefs were filed on behalf of the NAB, three major networks, a regional network and 23 individual stations in connection with the proposed regulations. NAB endorsed shifting Rule 43.1 of Part 43 into Part 1 under Special Provisions Relating to Radio. Particular forms specified in the proposed rules also were given NAB approval.

"We advocate strongly that the Commission will deem it appropriate to adopt the practice, heretofore followed in application forms, of relieving licensees of filing again and again documents and information which already have been filed with and are available to the Commission," said the NAB brief.

Specifically the NAB held that proposed rule 1.301, apparently a clarification of Rule 1.361, "works a hardship on the licensee" because it requires preparation of a financial report prior to annual Federal Income Tax returns and state corporation reports. If reports to the FCC involve the same data as required by Federal Income Tax returns, then the dates should be the same, the NAB contended. On the other hand, if separate data is required by the Commission, additional time should be given licensees. Under the proposed rule the financial statements would be filed by March 1.

As for Rule 1.302 the NAB commented it appears to be "a great improvement over Rule 43.1" but it contains several ambiguities "which are conducive to misunderstanding as to what is specifically required". Regarding Rule 1.303 (b), NAB offered suggestions for minor changes.

Vigorously protesting the Commission's proposal to make financial records public, the NAB brief pointed out that if information furnished the FCC is opened for public inspection, "the safeguards set up by the Congress for income tax returns would be nullified insofar as the broadcasting industry is concerned and for many individuals engaged therein."

Such a move would enable competitors to obtain information "which might be used to the great disadvantage of the licensee", the NAB contended. "It is our view that the Commission should hesitate to adopt such a rule in the absence of a very strong showing for its need," concluded the brief, filed by John Morgan Davis, NAB general counsel. Other opposition follows:

Blue: Suggests application of ownership rule be limited to persons having "substantial interest" in licensee corporation and that "substantial interest" be defined as 25% of voting stock; opposes public inspection angle, contending information required by proposed rules "is equivalent to an abridgement of the corporation's books and records"; information should be kept confidential by FCC.

CBS: Suggests several revisions regarding ownership rules; opposes making financial data public, suggests inclusion of proviso that financial statements shall be treated as confidential.

NBC: Opposes public inspection of financial data, particularly contracts.

YANKEE and GEN. TIRE & RUB. Co.: Quotes Sanders decision, opposes rules generally, offers several amendments.

SEGAL, SMITH & HENNESSEY on behalf of KFDM WFEA WBAP KGKO WXYZ WOOD WMC WTCN KSD WCPO WNOX WADC WHAM WFLA WFBM: No objection to filing data asked by FCC; no objection to making ownership or operating personnel public; do object to public inspection of financial reports and contracts; alleges "there is serious doubt not only of the Commission's duty but of its authority to disclose information of this character".

WJW Cleveland: No desire to oppose ultimate adoption of rules, but objects to making financial data public; comments "for the FCC to open its files containing annual financial and income statements of licensees would, in effect, be revealing the same information that the Bureau of Internal Revenue is prohibited by law from disclosing, except in restricted instances."

KOB Albuquerque: Similar to WJW.

WOR: Requests additional time to file brief because of illness.

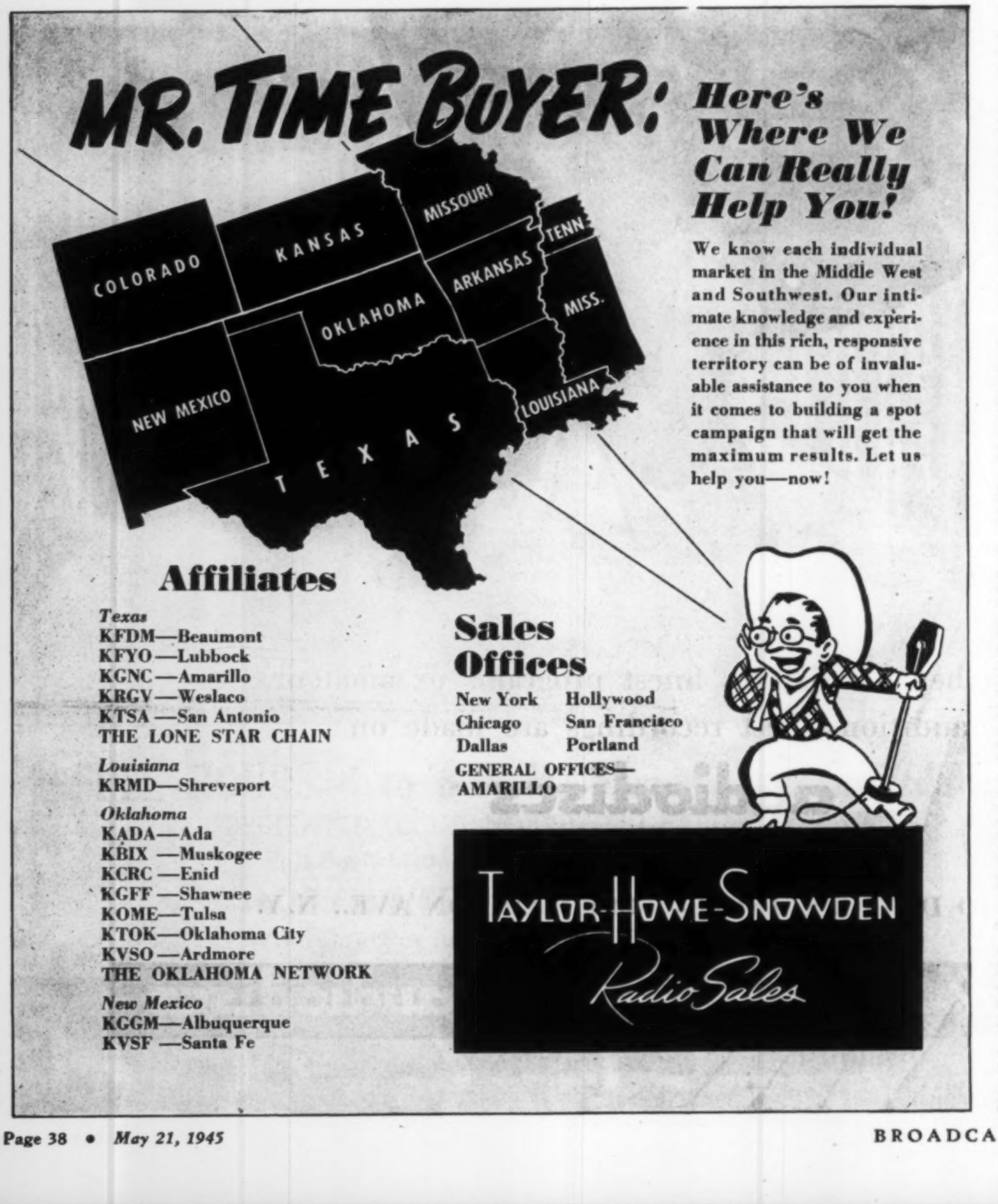
WGBG Greensboro, N. C.: Opposes opening records to public inspection, quotes Communications Act, comments "only two classes of people would want to look at records," curiosity seekers and those after personal gain.

HEARST RADIO (WISN WBAL WINS): Opposes opening records.

WJR Detroit: Asks clarification of "operating personnel"; suggests change in ownership rule.

WWVA Wheeling: Filed letter; no objection to filing information sought but objects to making data public.

TURTLE DERBY is out now that Kentucky Derby is in. But it was a nice idea cooked up by Harry C. McTigue (l), WINN Louisville manager, and G. F. (Red) Bauer, sales manager. Here "Baby WINN" sired by "Good Entertainment" out of "1240" went through training paces, clocked by Mr. McTigue.


MR. TIME BUYER: Here's Where We Can Really Help You!

We know each individual market in the Middle West and Southwest. Our intimate knowledge and experience in this rich, responsive territory can be of invaluable assistance to you when it comes to building a spot campaign that will get the maximum results. Let us help you—now!

Affiliates

Texas
KFDM—Beaumont
KFYO—Lubbock
KGNC—Amarillo
KRGV—Weslaco
KTSA—San Antonio
THE LONE STAR CHAIN

Louisiana
KRMD—Shreveport

Oklahoma
KADA—Ada
KBIX—Muskogee
KCRC—Enid
KGFF—Shawnee
KOME—Tulsa
KTOK—Oklahoma City
KVSO—Ardmore
THE OKLAHOMA NETWORK

New Mexico
KGGM—Albuquerque
KVSF—Santa Fe

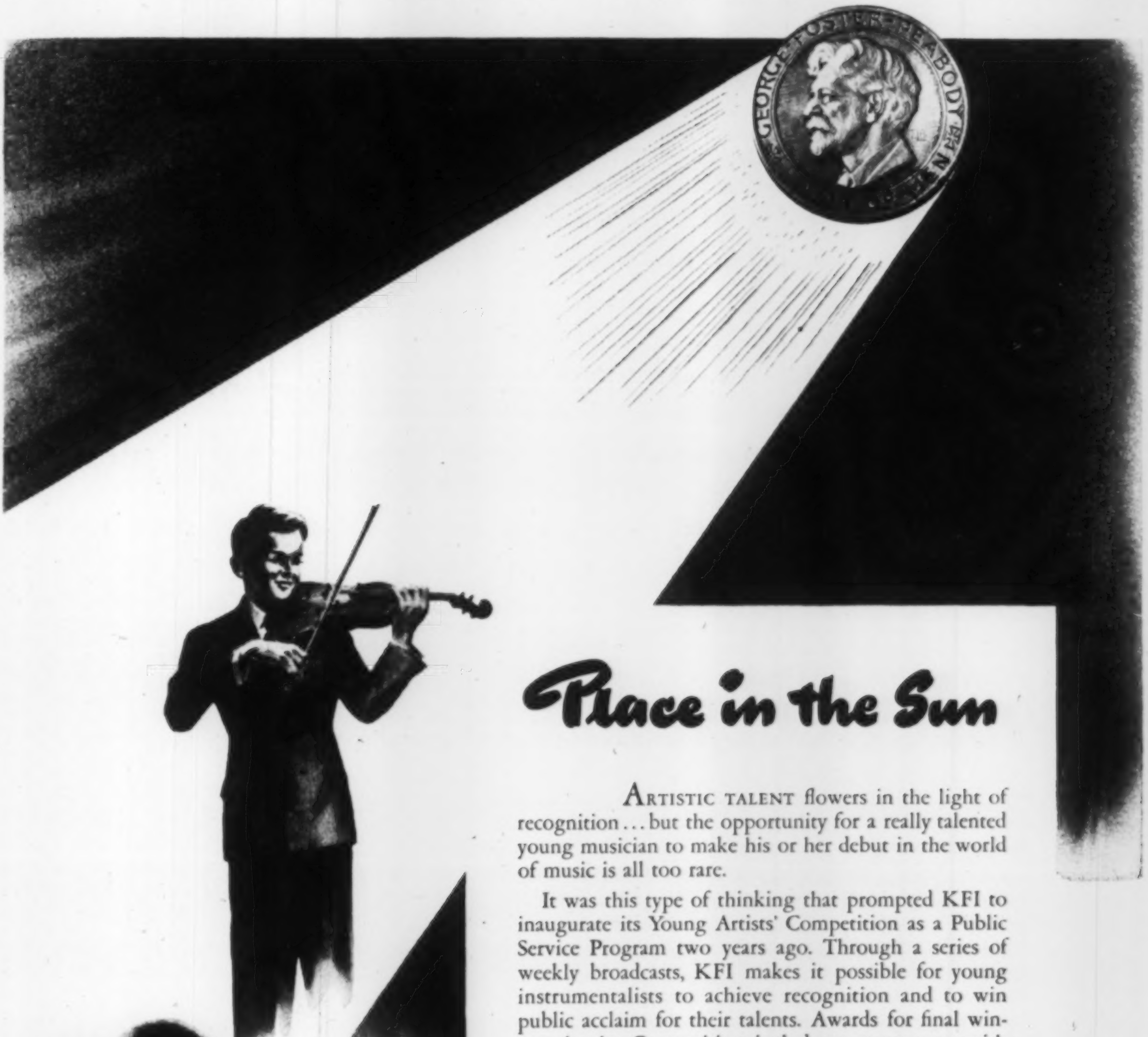
Sales Offices

New York
Chicago
Dallas
Hollywood
San Francisco
Portland

GENERAL OFFICES—AMARILLO

TAYLOR-HOWE-SNOWDEN
Radio Sales

PUBLIC SERVICE . . . AN OBLIGATION . . . A PRIVILEGE . . . AN OPPORTUNITY



Place in the Sun

Artistic talent flowers in the light of recognition . . . but the opportunity for a really talented young musician to make his or her debut in the world of music is all too rare.

It was this type of thinking that prompted KFI to inaugurate its Young Artists' Competition as a Public Service Program two years ago. Through a series of weekly broadcasts, KFI makes it possible for young instrumentalists to achieve recognition and to win public acclaim for their talents. Awards for final winners in the Competition include an appearance with the Los Angeles Philharmonic Orchestra in concert and $1,000 in War Bonds.

In April of this year, following completion of the 1944-1945 season, KFI's Young Artists' Competition Program won the George Foster Peabody Award as the "most outstanding radio program for youth in America."

Another reason for KFI's undisputed leadership in Southern California.

1945 Winner
GLORIA GREEN
14 year-old pianist

1945 Winner
ROBERT CASSIDY
10 year-old pianist

1944 Winner
PAULENA CARTER
12 year-old pianist

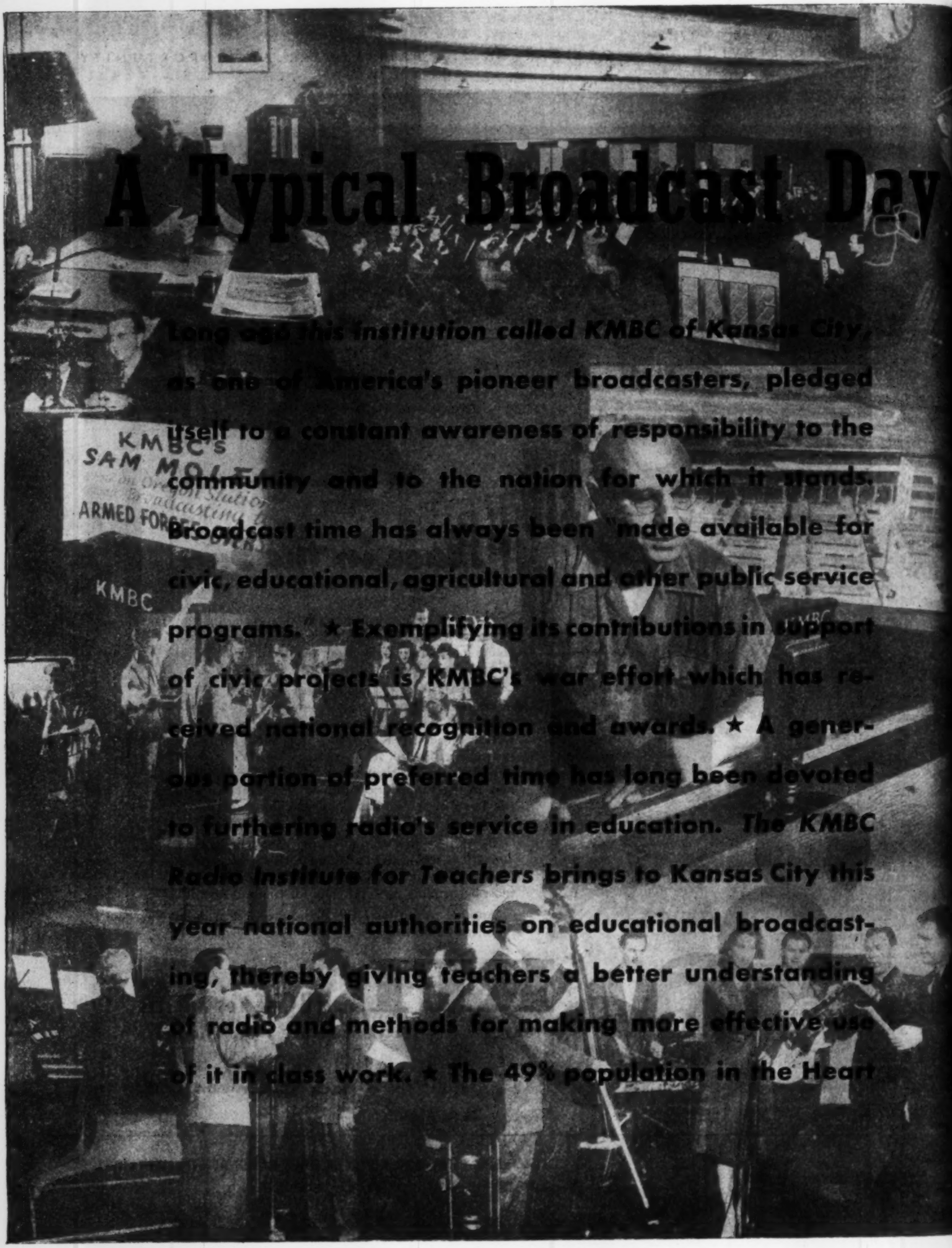
1944 Winner
PFC ROBERT JAMIESON
21 year-old cellist

KFI . . . NBC for LOS ANGELES

50,000 WATTS · CLEAR CHANNEL · 640 KILOCYCLES

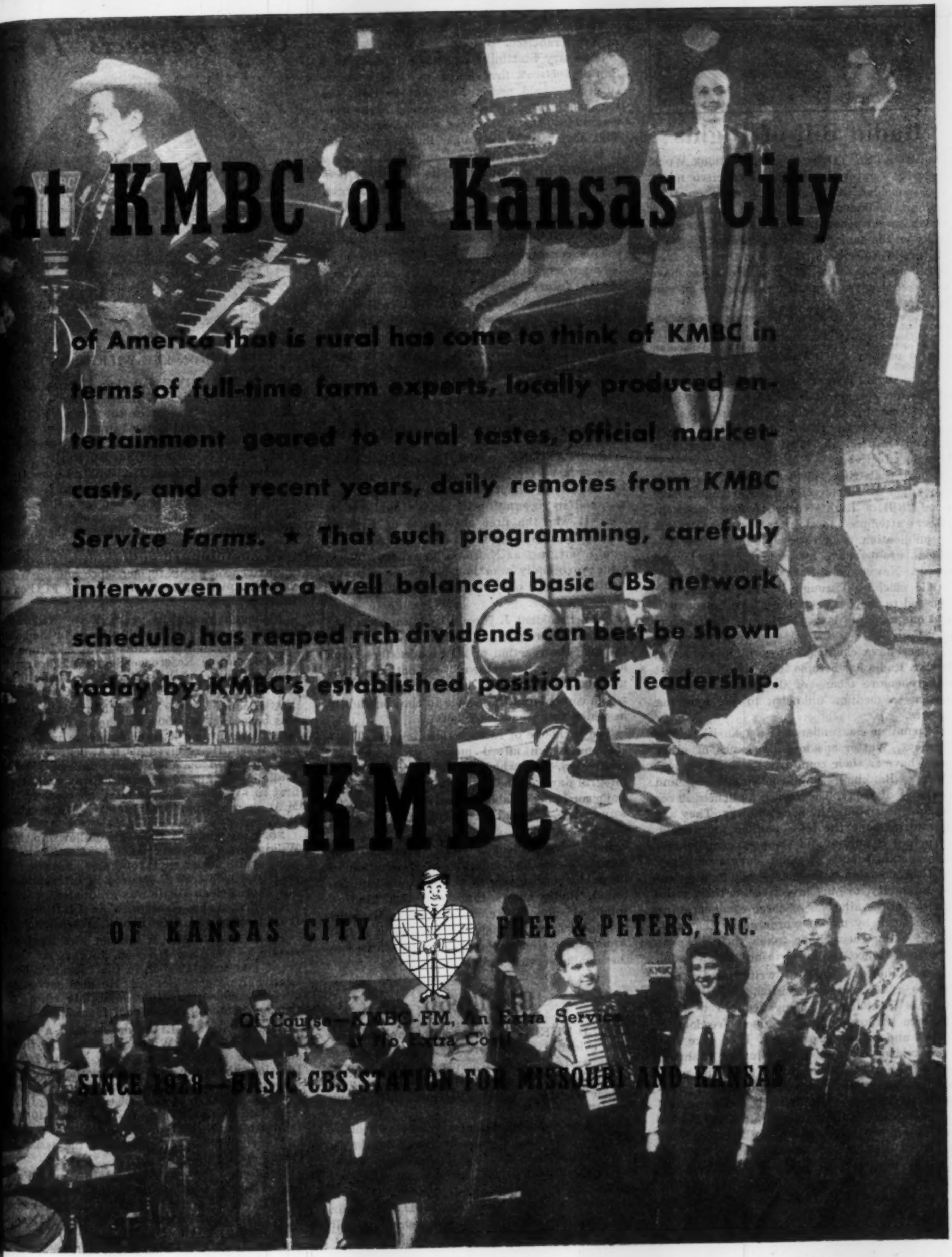
Earle C. Anthony, Inc.

EDWARD C. PETRY AND COMPANY, INC., NATIONAL REPRESENTATIVES



A Typical Broadcast Day

Long ago this institution called KMBC of Kansas City, as one of America's pioneer broadcasters, pledged itself to a constant awareness of responsibility to the community and to the nation for which it stands. Broadcast time has always been "made available for civic, educational, agricultural and other public service programs." ★ Exemplifying its contributions in support of civic projects is KMBC's war effort which has received national recognition and awards. ★ A generous portion of preferred time has long been devoted to furthering radio's service in education. *The KMBC Radio Institute for Teachers* brings to Kansas City this year national authorities on educational broadcasting, thereby giving teachers a better understanding of radio and methods for making more effective use of it in class work. ★ The 49% population in the Heart



Editorial

Radio Bill of Rights

DELEGATES TO the United Nations World Security Conference in San Francisco might well consider, if it is not already on their agenda, the adoption of a free speech plank which would recognize radio's news responsibility on the same basis as the press.

Here in America, birthplace of the basic freedoms, our forebears felt that liberty, so hard won, required such principles as these to perpetuate it:

> Congress shall make no law respecting an establishment of religion, or prohibiting the free exercise thereof; or abridging the freedom of speech or of the press; or the right of the people peaceably to assemble and to petition the Government for a redress of grievances.

More than 154 years ago, the first Congress, at its first session in New York, proposed the First Amendment to the Constitution as one of the 10 Amendments known as the Bill of Rights. On Dec. 15, 1791, the Bill of Rights became effective.

Since that time, elements, some evidently bent upon overthrow of the Government, have cried "Bill of Rights" when law enforcement officers attempted to stop street-corner orators or publication of questionable literature. Religious groups have attacked other sects and creeds. Newspapers have blatantly criticized public officials. Through it all, Congress has adhered to the tenets of the First Amendment and has made no laws "abridging the freedom of speech".

Times have changed. A world is embroiled in war. Radio has become the swiftest and most comprehensive means of disseminating information—a medium unknown to the founding fathers.

Journalism has undergone a transition. The Greeleys, Wattersons and Brisbanes of other years have as their counterparts the Murrows, Shirers, Baukhages, Winchells, Lewises and Pearsons of today. They reach audiences never thought possible in the pre-radio era. They are journalists none the less—audible journalists.

Certain Senators and Congressmen quarrel with certain brands of radio journalism. They take the floors in both houses, where they enjoy immunity, to hurl invectives at their radio critics. On the air some of these commentators, not so much by use of words as by the manner of using them, have taken their licks at Congress. Hence, the move to muzzle all radio.

Sen. Wheeler wants to write into a new statute a "fairness" provision, which apparently is incapable of being reduced to legal verbiage without impinging upon freedom of speech and of the press. Rep. Dies once had similar ideas for a House resolution. It should be clear that legislation won't solve the problem, any more than a ban on editorials in newspapers. It happened in Hitler's Germany and in the totalitarian countries. But it can't happen in our democracy under the First Amendment.

A few days ago the Assn. of Women Directors of the NAB commended the four points of Resolution 27 on "Free Access of Information", adopted at the Inter-American Conference in Mexico City earlier this year, urging it as a program to be adopted by the conferees at San Francisco.

Secretary Stettinius has made it clear that San Francisco's first job is to build a structure for world peace. Pursuant to that, the various interests of the numerous areas represented at the Conference will be considered. This obviously is the proper line to take, since it is a direct one, if the Conference is to be successful in accomplishing its objectives. Secretary Stettinius, however, should not forget, nor should his colleagues, that a cornerstone of any such structure must be the kind of cornerstone defined in our own Bill of Rights.

This cornerstone properly laid, there need be no worry that proper dignity will attach in the future to the important function of honest news coverage. Certainly it will follow that in the shadow-zones of the Universe, as is true in the enlightened democracies, people can live in peace . . . for no war has ever been fought under the unsullied banner of the whole truth.

Home Town Recognition

ALL STATIONS in the United States and Canada last week were presented with citations by their local chapters of the Kiwanis International in recognition of radio's public service. It was the first observance of Kiwanis Radio Week and probably will become an annual event, just as National Newspaper Week, which originally was launched as a Kiwanis venture, now is observed annually under newspaper auspices.

NAB President J. Harold Ryan, in accepting the awards on behalf of Omaha's five stations, bespoke the reaction of all broadcasters when he cited the "home town" origination of the awards. No testimonial, he said, can equal that which comes from the people in the community in which the broadcaster serves.

The backbone of radio service is local. Those stations which afford means of local self-expression, and which therefore are vibrant, integral parts of their communities, have made radio an indispensable factor in the American way of life. All that has been built in a scant quarter-century.

Radio acknowledges with gratitude the warm, sincere and enlightened recognition of its public service role by the Kiwanis International. Radio knows that with that kind of solidified support, stemming from public-spirited local organizations, the mission of a free American system of broadcasting dedicated to the public service cannot fail.

Bludgeon

COULD THERE be more terrible and impressive evidence in support of America's democratic system of broadcasting than the spectre of Joseph Goebbel's body lying atop a heap of rubble at the base of a German microphone stand?

He who had used the microphone as a bludgeon to beat lies into the brains of an entire nation died miserably and forlornly, mourned by few, within grasp of his weapon.

The microphone is ill-used thus. It is a wand, not a hammer, and its magic will augur well for the world if the men behind it will keep freedom in their sights.

Our Respects To –

VERNON LEE WILKINSON

INTERPRETING law has become second nature to Vern Wilkinson who, on April 18, quietly took over the job of FCC assistant general counsel in charge of broadcasting, succeeding Rosel H. Hyde, new general counsel [BROADCASTING, April 3].

Not one for fanfare, Mr. Wilkinson on April 16 slipped over to the Commission from the Dept. of Justice, where he had been since 1938, took the oath, made acquaintances and that afternoon returned to his office at the Justice Dept. to wind up his affairs there. The following day he spent the morning at the FCC, the afternoon at his former office and on Wednesday, April 18, he reported at the FCC on a fulltime basis.

Although young in years Vern Wilkinson long ago carved for himself a niche in the halls of Congress. While he was legal assistant in the Legislative Reference Service, Library of Congress, he compiled "Digest of Public General Bills" for the 74th and 75th Congresses.

A product of the Great Northwest, Vern was born Jan. 31, 1909, in Chelan, Wash., and he still maintains a legal residence in Okanogan, Wash. He received his B.A. degree *magna cum laude* from Whitman College, Walla Walla, Wash., in 1930, when he was graduated first in his class. A year later he received his M.A. degree from American U., Washington, D. C.

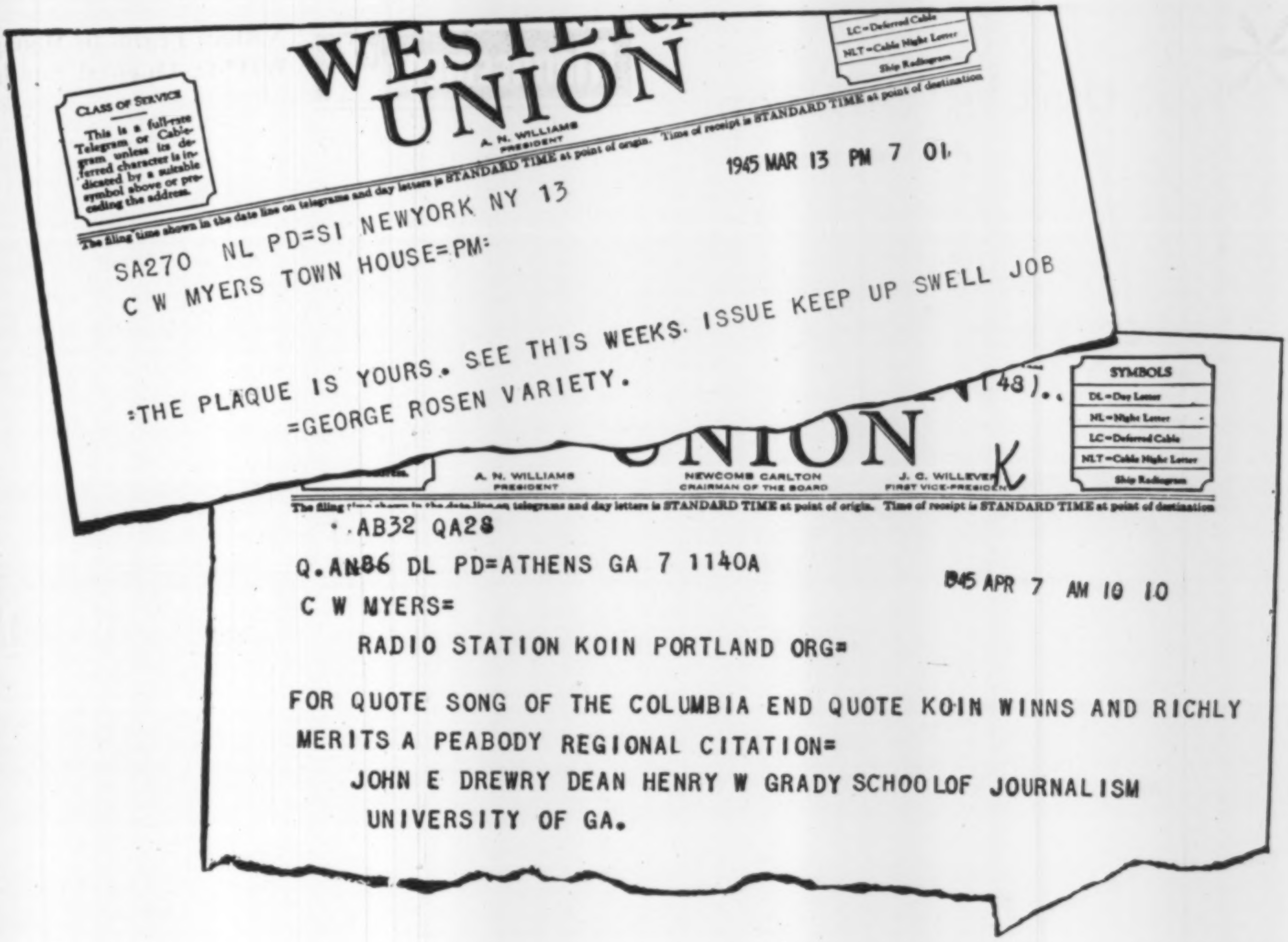
Studying under a Carnegie Fellowship, Mr. Wilkinson in 1932 received the Certificate of the Faculte de Droit, U. of Paris, and the following year his Ph.D. degree in international law at American U. He was graduated in 1938, again first in his class, with an LL.B. degree from Georgetown Law School, Washington.

From 1933-35 Mr. Wilkinson was legal assistant in the Law Division, Library of Congress, and from 1936-38 in the Library's Legislative Reference Service. He also served as a staff member and later associate editor of the *Georgetown Law Journal* from 1935-38.

Armed with his LL.B. degree and a world of knowledge, Vern Wilkinson joined the Dept. of Justice in 1938 as attorney in the Lands Division, about the time that another brilliant young lawyer named Charles R. Denny Jr. was elevated to the post of assistant chief of the Appellate Section, Lands Division. In 1940 Mr. Denny became chief of the Appellate Section and Vern Wilkinson stepped into the assistant chief's spot.

Mr. Denny left the Dept. of Justice in February 1941 to take a post on the legal staff of the FCC and in 1942 Vern Wilkinson became chief of the Appellate Section. When Mr. Denny

(*Continued on page 44*)



WESTERN UNION

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

A. N. WILLIAMS
PRESIDENT

LC=Deferred Cable
NLT=Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

1945 MAR 13 PM 7 01

SA270 NL PD=SI NEWYORK NY 13
C W MYERS TOWN HOUSE=PM:

=THE PLAQUE IS YOURS. SEE THIS WEEKS. ISSUE KEEP UP SWELL JOB
=GEORGE ROSEN VARIETY.

---

(48)..

UNION

A. N. WILLIAMS
PRESIDENT

NEWCOMB CARLTON
CHAIRMAN OF THE BOARD

J. C. WILLEVER
FIRST VICE-PRESIDENT

K

SYMBOLS
DL=Day Letter
NL=Night Letter
LC=Deferred Cable
NLT=Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

·.AB32 QA28
Q.AN86 DL PD=ATHENS GA 7 1140A
1945 APR 7 AM 10 10
C W MYERS=
RADIO STATION KOIN PORTLAND ORG=

FOR QUOTE SONG OF THE COLUMBIA END QUOTE KOIN WINNS AND RICHLY MERITS A PEABODY REGIONAL CITATION=
JOHN E DREWRY DEAN HENRY W GRADY SCHOOLOF JOURNALISM
UNIVERSITY OF GA.

The Community

AWARDED TO KOIN FOR OUTSTANDING SERVICE

VARIETY SHOWMANAGEMENT AWARD	*	**GEORGE FOSTER PEABODY CITATION**
"For Outstanding War Bond Promotion"	*	For Regional Excellence in Public Service
KOIN MILLION DOLLAR CLUB	*	SONG OF THE COLUMBIA

KOIN CBS **PORTLAND, OREGON**

FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES

*"...that's the top of the news as it looks from here!"

*that's the famous signature of America's most listened-to News reporter...

Fulton Lewis, jr.

heard on more stations (240)- by more people-with more sponsors (130) than any other news reporter.

FOR AVAILABILITIES— PHONE, WIRE OR WRITE
WILLIAM B. DOLPH BARR BLDG., WASH. 6, D. C.

ORIGINATING FROM **WOL** WASHINGTON, D. C.
Affiliated with the MUTUAL BROADCASTING SYSTEM

MANAGEMENT

TOM EVANS, president of KCMO Kansas City and of the Crown Drug Co., last Monday visited President Truman, an old friend, for the third time within a fortnight. He introduced to the President **DON McNEIL**, Blue "Breakfast Club" impressario, and Mrs. McNeil, who were in Washington to help launch the Seventh War Loan.

T. A. M. CRAVEN, executive vice-president of the Cowles Broadcasting Co., left the NAB board of directors meeting in Omaha last Friday for Salt Lake City in connection with company affairs.

FRED FLETCHER, general manager of WRAL Raleigh, N. C., and president of the Tobacco Network, was speaker at the Kiwanis Award program May 14 to WGBR Goldsboro, N. C. Award was accepted by **HARRY G. BRIGHT**, WGBR general manager, who is also campaign manager for the Seventh War Loan Drive in Goldsboro.

COMDR. O. W. FISHER, president and general manager of KOMO Seattle, is back at his desk after four years active Navy duty.

ROBERT G. SOULE, vice-president and treasurer of WFBL Syracuse, has been named chairman of Syracuse and Onondaga County Committee for Economic Development.

W. VIC GEORGE, president of Whitehall Broadcasting, Montreal agency, has been promoted from major to lieutenant-colonel in the Canadian Army. He is in charge of the Canadian Army show units touring Canada and overseas.

Our Respects to

(*Continued from page 42*)

was sworn in March 30 as Commissioner, and Rosel Hyde was elevated to the general counselship, the Commisson appointed Vern to Mr. Hyde's post as FCC assistant general counsel in charge of broadcasting.

During his career, Vern has written and reviewed some 300 briefs, argued cases in 9 of the 10 Federal Circuit Courts of Appeals as well as the Supreme Court. He has authored these articles: "Judgments of the Supreme Court Rendered by a Majority of One", "The Item Veto in the American Constitutional System", "Is a Corporation Always Entitled to 'Due Process of Law'?", "The Federal Bill of Rights and the 14th Amendment", all published in the *Georgetown Law Journal*.

He also has written "William Wait" and "Thomas Whitney Waterman" for the *Dictionary of American Biography* and "The Constitution of the United States of America, Annotated," in addition to the digest of public bills for Congress.

Vern goes to the FCC with little or no direct knowledge of broadcasting, but already he is deep in study of various pending cases. On him General Counsel Hyde will lean heavily in the postwar period when applications for new services are processed.

Mr. Wilkinson married the former Dorothy B. Lohrman of Grand Rapids, Mich. They have one daughter, Diane C., and live at 5312 Fourth St., N. W., in Washington.

His hobby? Studying law.

Nathan Frank to Manage WHNC, Opened Sunday

WHNC Henderson, N. C., on May 20 began fulltime operations with a formal dedicatory program. Licensed to the Henderson Radio Corp., the new station operates on 890 kc with 250 w days. Downtown studios are at 219 Williams St. and the transmitter is two miles north of Henderson on U. S. Highway No. 1.

Nathan Frank, for 4½ years manager of WCBT Roanoke Rapids, N. C., is manager of the new Henderson station. R. B. Bronson, former program manager of WHTD Hartford, Conn., is program director, and Howard Harrell, Cordeal, Ga., is chief engineer. WHNC is affiliated with Mutual, uses Press Assn. news wire service and World and Keystone transcription libraries.

COMMERCIAL

LATHROP MACK, manager of NBC guest relations department, has joined the NBC spot sales department as a salesman, replacing **ROBERT E. HOWARD**, transferred to NBC spot sales in Hollywood. He is replaced by **WILLIAM ERVIN**, former assistant guest relations manager and a member of the department since 1941.

JONES SCOVERN of the New York office of Free & Peters is the father of a girl.

WALLACE F. BUSSE, former San Francisco manager of West-Marquis Adv., to KROW Oakland as account executive.

ROBERT L. BROCKMAN, formerly of KXOK St. Louis, has joined the sales department of WIL St. Louis.

S/SGT. MARCUS CHACONA, USMC, on leave from commercial department, WFBL Syracuse, has transferred to Marine Hdqtrs., Eastern Procurement Div., Philadelphia, to handle radio. **SGT. EDMUND M. LEONARD**, also of WFBL commercial department, teaches military courtesy and is drill instructor for Civil Air Patrol cadets, AAF public relations, Long Beach, Cal., Air Field.

CHARLIE ADELL, salesman for Weed & Co., station representative, Chicago, transfers to the Detroit office as manager.

EUGENE P. WEIL, formerly of WJLD Bessemer, Ala., has been named commercial manager of the Tobacco Network, North Carolina regional station group. Mr. Weil will headquarter in Raleigh. Net is represented nationally by the Walker Co.

WILLIAM L. WEISSELL, former night supervisor of WQXR New York, previously editor of Frank Shephard Publishing Co., New York, has joined WLIB New York, as salesman. **NELSON P. SPENCER** has joined WQXR as night manager. He has served as announcer-producer for a number of stations, most recently WFCI Pawtucket, R. I.

WHDH Boston (5,000 w on 850 kc) has appointed Adam J. Young Jr. Inc. as national representative.

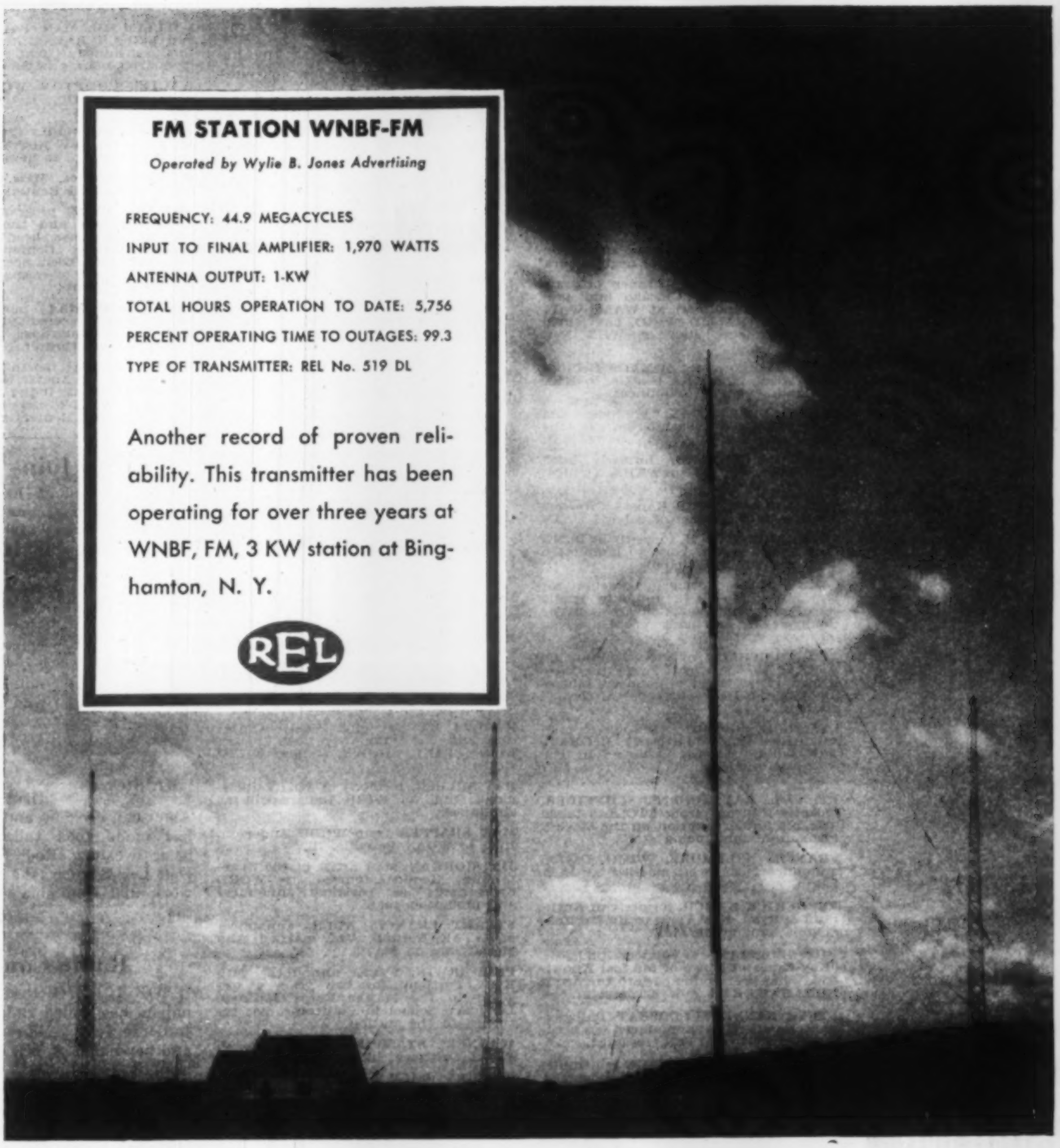
PATSY SMETHURST, formerly of CKOV Kelowna, is now traffic chief of CKNW New Westminster, B. C.

WALLACE F. BUSSE, former San Francisco manager of West-Marquis, to KROW Oakland, Cal., as account executive.

ROBERT L. BROCKMAN, salesman of KXOK St. Louis, to WIL St. Louis.

ALFRED CRAPSEY, KPO San Francisco sales manager, has been elected a director of the San Francisco Adv. Club.

CALIFORNIA State Assembly proposal to prohibit union assessments for political purposes was defeated 50 to 27. Measure grew out of controversy of Cecil B. De Mille with AFRA Los Angeles Chapter over dollar assessment for educational campaign.



FM STATION WNBF-FM

Operated by Wylie B. Jones Advertising

FREQUENCY: 44.9 MEGACYCLES

INPUT TO FINAL AMPLIFIER: 1,970 WATTS

ANTENNA OUTPUT: 1-KW

TOTAL HOURS OPERATION TO DATE: 5,756

PERCENT OPERATING TIME TO OUTAGES: 99.3

TYPE OF TRANSMITTER: REL No. 519 DL

Another record of proven reliability. This transmitter has been operating for over three years at WNBF, FM, 3 KW station at Binghamton, N. Y.

REL

Those broadcasters with experience in FM know the reliability performance that can be expected with the Armstrong Crystal-Controlled Phase Shift method of frequency modulation employed in REL transmitters of all power ratings. FM installations are our specialty—not our side-line. This accounts largely for our past successes. This specialization, together with the deeply-grounded knowledge and unusual experience of our staff of engineers will continue to lead the way for even greater success in FM expansion.

RADIO ENGINEERING LABS., INC.

Long Island City, N.Y.

XUM

"THE SELLING POWER IN THE BUYING MARKET"
KWKH
ARKANSAS
SHREVEPORT
TEXAS
LOUISIANA

K C W B K S H

THE SHREVEPORT TIMES STATION
Shreveport, La.

In the Ark-La-Tex Area, KWKH, with its 50,000 Watts is the No. 1 Medium with full coverage and SELLING POWER in this prosperous market.

The Branham Co

PRODUCTION

MARK WARNOW, conductor of "Hit Parade", sponsored on CBS by American Tobacco Co., New York, will broadcast for no other sponsor under terms of a five-year contract signed with the company. Contract does not cover sustaining programs or war effort services including the transcribed series for the Treasury Dept. He is a musical director of WABC New York.

EDWARD W. LADD, with the program department of WHN New York for two years, joins WALL Middletown, N. Y., as staff announcer.

PAUL E. X. BROWN, the originator of "Headlines in Review", has joined WJOB Hammond, Ind., as announcer and promotion director for negro affairs.

ROBERT F. BRYAR, former program director of WAAF Chicago and previously an announcer at WAAF WAIT WCFL WIND WJJD WHIO, has joined the announcing staff of WHN New York.

DON NEAL, formerly of KVOS Bellingham, Wash., and KXA Seattle, to KEX Portland, Ore., as announcer.

LARRY BECKERMAN, producer and m.c. of WTOP Washington, is the father of a boy.

HOWARD LEONARD, formerly with WRRN Warren, O., to WKBN Youngstown, O., as announcer.

STEVE BLACK, WHB Kansas City announcer, is the father of a boy.

FREDERICK KARCH, formerly of Ruthrauff & Ryan, New York, to production staff of KYW Philadelphia.

LARRY HAZE, former gag-writer for Bob Hope, Bob Hawk and other radio stars, now conducts "Comedy Convention", weekly half-hour record and gag series on WNEW New York.

TED CAMPBELL of the announcing staff of WMCA New York has been named acting chief announcer, replacing **JOE O'BRIEN** who reported for induction May 11.

LYMAN B. BRYSON, CBS director of education, and **KATHERINE McGRATTAN**, administrative assistant in the education division, were married May 11.

LT. COL. RAYMOND F. SCHNEIDER, recently returned from ETO, has taken over his former position on the WWSW Pittsburgh announcing staff.

FRANCES FILLMORE, WHIO Dayton announcer, has been married to J. R. Lakin.

FREDERICK KARCH, formerly of Ruthrauff & Ryan, New York, to KYW Philadelphia production staff.

BILL FORMAN, announcer on NBC "Kay Kyser's College of Musical Knowledge", has been inducted into the Army. **BILL HAWORTH** now has assignment.

STEVE KENNETT to WHAT Philadelphia as all-night announcer, succeeding **GEORGE COTTER**, resigned.

MRS. ROBERT J. TURNAGE, continuity writer, from WSJS Winston-Salem, N. C., to WRVA Richmond, Va.

CPL. BOB ROBERTS, formerly known as Robert Warren on KYW Philadelphia, described the scenes in London on V-E Day as narrator for BBC.

WILLIAM CRUIKSHANK, Canadian Army veteran of the Mediterranean campaign, to CBR Vancouver as announcer.

GEORGE WALTON, formerly of CJVI Victoria, is now in the production department of CKOV Kelowna, B. C.

J. BERT MITCHELL Jr., program and sales coordinator of KOA Denver, has taken over added duties of night supervisor.

ROBERT B. MACKALL, program manager, WFMJ Youngstown, O., has been inducted into Army. **WILLIAM CROOKS**, news editor, is now acting program manager. **GEORGE BARRY** joins announcing staff.

HARRY KRONMAN, Hollywood radio writer, is father of boy born on May 13.

NORMAN RAGSDALE, new to radio, to announcing staff of WSSV Petersburg, Va.

MARY A. BURNHAM, Iowa State College assistant extension editor, has been named assistant director of agricultural programs for CBS at WTOP Washington.

BRONZE STAR GOES TO LT. COL. HAYES

LT. COL. JOHN S. HAYES, American director of Armed Forces Network, SHAEF, has been awarded the Bronze Star for his part in extending radio to troops of all nationalities in the European Theater. The award marks the first time that radio has received such recognition in this area.

Col. Hayes

During the past year Col. Hayes has acted to extend radio coverage to every section of the continent. His citation points out the "outstanding and unstinting discharge of these duties".

Currently he is organizing radio forces for a huge program directed at the army of occupation.

BBC Changes Signal

WITH THE END of war in Europe, BBC changed its famous "V for Victory" signal, in use since early 1941. The first five notes of Beethoven's Fifth Symphony are now heard against a background of joybells.

LEE SAUNDERS, formerly with WEED Rocky Mount, N. C., to WCAX Burlington, Vt., as announcer.

ROBERT BAYNE joins WHBU Anderson, Ind., as announcer and record jockey. **PAUL BROWN** is new WHBU student announcer.

RAY MILLER, formerly of WKBV Richmond, Ind., to WIRE Indianapolis as announcer.

MAX SHAFFER from WHBU Anderson, Ind., to WDAN Danville, Ill.

JIM MORGAN, staff artist of the Spartanburg Herald - Journal, to WORD Spartanburg as parttime announcer and promotion man.

STUART FRANCIS AUER, announcer of WTAR Norfolk, Va., married Alta Maria Gray on May 5.

PHIL IRWIN, former announcer with KGW Portland for two years a sergeant in the Marine Corps Japanese Language School in California, has returned to the station.

WARNER STAMPER, announcer of WCAZ Carthage, Ill., to WIL St. Louis.

THOMAS DALHAVEN, formerly with the Armed Forces Radio Service, to WGN Chicago continuity staff.

DICK GLUNS, senior producer of CJBC Toronto, has joined the Canadian Armored Corps.

NEWS

WILLIAM HILLMAN, PAUL SCHUBERT and **LEO CHERNE**, Mutual commentators, last Sunday 1 p.m. started a weekly quarter-hour program.

WALTER COMPTON, WOL Washington news commentator, is the father of a girl.

JOHN RANDOLPH, formerly with WNYC and WNEW New York, to WGBR Goldsboro, N. C., as newscaster.

WTAG Worcester, Mass. news department, has added Reuters service.

HOWARD PYLE, program manager of KTAR Phoenix and the Arizona-NBC network who has been covering the United Nations Conference in San Francisco, has been accredited to the Army as a war correspondent for the Pacific war fronts.

ROSS McCONNELL, news director of KOMO Seattle, accredited to Gen. MacArthur's headquarters, leaves shortly for Pacific war theater.

WLW Cincinnati newsroom has added the services of Aneta, Netherland and Netherland East Indies news agency, bringing the WLW news services to five—AP, UP, INS, Reuters and Aneta.

Stearns Joins WCKY

WCKY Cincinnati has added Osborne Putnam Stearns, "The Food Magician", to its staff. Mr. Stearns in a 15-minute culinary travelogue, five days a week, stresses the romance of cookery, why dishes came into being, how the man makes his food and what his food makes of him. He is familiar with the cuisine of 65 countries, particularly Latin American cookery and customs. He has made food talks over NBC basic western Red Network, the Don Lee System, the Yankee Network and Columbia's WEEI Boston.

Mr. Stearns

Radio Courses

U. OF ILLINOIS school of journalism has added radio classes for juniors and seniors. Equipment and personnel of WILL, school station, is to be used. Park Livingston, president of the board, said radio needs 500 trained persons now with expectation of 1,000 openings a year in the future.

Sun Life Building, Montreal

Sun Life Building, Montreal, is a symbol of the industry and activity of Quebec Province. Here is a specialized market of 3½ million people—eager listeners to their radios—and loyal to the products and programs they enjoy. We can cooperate with you by planning and producing the type of radio program—in either French or English—which brings *results*, because we *know* Quebec, its people, preferences and psychology.

RADIO PROGRAMME PRODUCERS
MONTREAL CANADA

Their Parlor Seats MILLIONS!

It's the *Healy* parlor . . . Captain and Mrs. Tim. Where "open house" to friends means "open house" to *New York!*

Every weekday WMCA now brings THE CAPTAIN TIM HEALYS to Metropolitan area housewives for a warm and memorable visit. A visit in which family problems are exchanged, food occupies its savory place, homemaking receives thoughtful attention. Above all, a visit in which—from 1:30 to 2:00 PM—the Healys' unpretentious charm creates 30 minutes of *welcome* for radio listeners.

Almost everyone knows Captain Tim. The mail responses he achieved for such leading advertisers as Procter & Gamble (Ivory Soap) and Kellogg's Corn Flakes made radio history: 1,900,000 soap wrappers (over a single station)! 80,000 quarters with 160,000 wrappers! 10,000 dimes and 60,000 wrappers . . . and too many more to enumerate!

The appeal that has endeared him to millions is *duplicated* in Mrs. Tim. Mother of four, expert in homemaking, serene hostess—she's a woman other women *enjoy* knowing.

It's easy to see why alert advertisers are arranging to air their sales messages at the Healys; are rapidly reducing the number of available participations.

The proved success of stars and format . . . *plus* the unusual merchandising services offered a food or home product advertiser (details on request) make it imperative and *profitable* for you to get more information about THE CAPTAIN TIM HEALYS—*fast!*

wmca

FIRST ON NEW YORK'S DIAL...570

REPRESENTED BY WEED & COMPANY

KANS-NBC has the SHOWS Wichita people want to hear

TUESDAY
WASAMATTER-YOU CRAZY OR SOMETHIN'?
IRIUM
BOB HOPE ON THE PEPSODENT SHOW

LO-O-O-VE THAT MAN!
FIBBER McGEE & MOLLY ON JOHNSON WAX SHOW

JOHNNY PRESENTS ON PHILIP MORRIS PROGRAM

plus
CHESTERFIELD SUPPER CLUB
NEWS OF THE WORLD
RALEIGH ROOM with HILDEGARD
EVERYTHING FOR THE BOYS

and KANS-WICHITA can and will help YOU Sell YOUR PRODUCTS in KANSAS' No. 1 Market KANS

Represented By
HEADLEY REED COMPANY
New York : Chicago : Detroit
Atlanta : San Francisco

SPONSORS

CONSOLIDATED ROYAL CHEMICAL Co., Chicago (Krank's shave cream), began sponsorship May 14 of the transcribed Neblett Radio Productions package "Stay Tuned for Terror" on WMAQ Chicago, thrice weekly 10:45 p.m. Contract for 52 weeks placed by Russel M. Seeds Co., Chicago.

TRUE OIL Co., Spokane (Rainbow gasoline), began sponsorship May 10 of the transcribed Neblett Radio Productions package "Louise Massey and the Westerners" twice weekly on KIT KUJ and begins June 8 on KHQ. Contract 52 weeks placed by Walter A. Karlowski Adv., Spokane.

DIAPERWHITE Co., New York, has shifted advertising of Diaperwhite, a detergent, from Diener & Dorskind, to Victor van der Linde Inc., New York. Currently using WAAT Newark, firm will shortly start a new spot schedule on WLIB WMCA WAAT WQXR.

CARTER PRODUCTS, New York, as part of its spot radio schedule for Arrid and Carter's Little Liver Pills, has signed a 52-week contract, effective May 14, for sponsorship on WOR New York of "Tello-Test", five weekly quarter-hour program. Business placed thru Small & Seiffer, New York, agency for Arrid.

R. F. WARREN, advertising manager of Bulova Watch Co., New York, has been named a vice-president.

HAMILTON RADIO Corp., New York, has named Sherman K. Ellis & Co., New York, to handle advertising. No plans will be announced until Hamilton can begin production for consumers.

SHELL OIL Co., New York, placed advertising through J. Walter Thompson Co., New York, and not thru Marschalk & Pratt Co., New York, as incorrectly reported in BROADCASTING May 7.

A. CRAIG SMITH, vice-president of Gillette Safety Razor Co., New York, has been named to head both advertising and sales departments. Mr. Smith has been Gillette advertising chief since December 1943. **T. P. BARRY Jr.** continues as general sales manager.

HOPE Inc., New York (Quickdent), has appointed Grant Adv., New York, to handle radio advertising. Hope is now running a 13-26 week test campaign of spot announcements on WHIO Dayton.

WARNER BROS., New York, for various films, has signed a 52-week contract with WNEW New York, effective May 14, for sponsorship of six morning and afternoon quarter-hour segments of Martin Block's "Make Believe Ballroom". Warner now has close to 100 stations on long-term contracts for promotion of Warner films. Agency is Blaine-Thompson Co., New York.

FLEMING-HALL Co., New York, cigarette manufacturers, has appointed Williams Adv., New York, to handle its advertising. Future media plans are now under consideration for Mapleton, and for two new brands, Strattford and Coffeetones, and radio is expected to be used.

DEVONSHIRE TOPPING Inc., New York, for a whipped cream ingredient, and Eden Co., New York, for cosmetics, have started participations on "Time for Charm", five-weekly quarter-hour musical on WINS New York. Business placed by F. B. Hubert Adv., Detroit.

LEWIS-HOWE Co., St. Louis, as part of its spot radio schedule for Tums, placed through Olian Adv., St. Louis, has signed a 26-week renewal contract for 15 live cut-ins weekly on WNEW New York, effective May 16.

ADAM HAT STORES, New York, has signed a 52-week contract, effective May 12, for sponsorship of six weekly quarter-hour summary of U. S. race track news by Steve Ellis, started immediately following the lifting of ban on horse races. Business placed direct.

LUTHERAN GOSPEL Hour, Chicago, has contracted for six weekly half-hours for 52 weeks on WAAF Chicago starting May 20. Agency is International Adv., Grand Rapids, Mich.

RICHARDS Insurance Agency, Los Angeles (Mutual & United Benefit Insurance), on May 21 starts six-weekly five-minute commentary on KDB Santa Barbara, Cal. Contract for 13 weeks placed thru Dean Simmons Adv., Hollywood.

R. L. CHACON CHEMICAL Co., South Gate, Cal. (Re-Nu Lawn), new to radio, in a test campaign on May 20 started weekly quarter-hour "Vosburg Gardening" on KFI Los Angeles. Placement is thru Allied Adv. Agencies, Los Angeles.

R. S. JONES & Son, San Gabriel, Cal. (Plumber's Enemy, Yu-Re-Nu), has started Martin Agronsky, Blue commentator, five-weekly on KWG Stockton, Cal. Firm sponsors six-weekly 30-minute commentary on KPAS Pasadena. Riordan & Messler Adv., Los Angeles, has the account.

ORCHID LABORATORIES, Chicago (cosmetics), has appointed Rocklin Irving & Assoc., Chicago, to handle its advertising. Radio may be used.

DR. W. B. CALDWELL Inc., Monticello, Ill., assumes sponsorship of "Record Reveille", 7:20-30 a.m. (CWT) on WGN Chicago five-weekly for the balance of a 52-week contract which began March 5. Agency is Sherman & Marquette, Chicago.

WENY Elmira femme announcers for rival department stores making like cutting each others throats are (l to r) Betty Stevens, Sheehan's; Jane Bond, Iszard's and Barbara Craig, Gorton's.

REVERE COPPER & BRASS Inc. begins sponsorship June 4, 7-7:30 p.m. (PWT) on Mutual-Don Lee of "The Human Adventure", Peabody Radio Award winner. Series is now heard Sunday on KHJ Los Angeles. Agency is St. Georges & Keyes, New York.

IMPERIAL OIL Co., Toronto, has signed for sponsorship on CKEY Toronto of home games of the Toronto Baseball Club thru MacLaren Adv., Toronto.

STOKELY-VAN CAMP of Canada, Essex, Ont. (canned foods), has appointed Dancer-Fitzgerald-Sample, Toronto, as agency.

LAUCKS Ltd., Vancouver (paints), has started weekly programs on 19 western Canadian stations. Agency is Russell T. Kelley Ltd., Vancouver.

Esmond Schedule

ESMOND MILLS, Esmond, R. I., baby blanket manufacturer, is running five-minute musical programs, *Lullaby Time*, on WRVA WFIL KDKA and WSAI. Contracts, on 26-week basis, call for an average frequency of two programs daily, six times weekly. First such 26-week campaign was in New England area. At expiration of present contracts, Esmond will use same type promotion in another section. Agency is Marschalk & Pratt Co., New York.

RADIO WORKSHOP for West Coast clergymen will be held under auspices of NBC Hollywood May 27 through June 2. Designed to provide religious programs comparable with broadcasts in other fields, group instruction was organized by Rev. Everett C. Parker, New York director of radio department for Congregational and Christian Churches board of Home Missions.

RETAIL OLDTIMER

John Taylor Co. Keeps Same Show 12 Years

JOHN TAYLOR DRY GOODS Co., Kansas City, executives believe their record of 12 years of uninterrupted broadcasting of *Joanne Taylor's Fashion Flashes* over KMBC Kansas City is unique.

Many retail stores use spot announcements and a record of this length is not unusual with national advertisers but few have attained "program" status with regular unchanged 15-minute broadcasts over a period of years.

Scene is laid in the Personal Shopping Office of Joanne Taylor, with parts taken by Myrna Daniels, an assistant, Mary Jane Thompson, her secretary and Ray, her office boy. Conversation is informal and gossipy; merchandise featured is minutely described with prices as it is shown to friends and customers who drop in.

Firm feels program has sold merchandise, won new customers. Meredith Warner is store advertising director and R. J. Potts-Calkins & Holden is agency.

Pinaud Expands

FINAUD Inc., New York, sponsors of "Musical Bouquet" for Lilianelle on 6 Blue stations, is working on plans to place the half-hour series on additional Blue stations, probably in the fall. Program started April 22 as a test live on WJZ and by transcription a week later on the other stations. It may be heard as a regular live network show. Agency is Dorland International, Pettingell & Fenton, New York.

WEAF Opens 5:30 A.M.

STARTING May 14, WEAF, NBC New York outlet, is opening at 5:30 a.m. (EWT), and will lengthen its *Modern Farmer* program to a full hour, 6-7 a.m. Among guests scheduled for the May 14 farm program were Frank E. Mullen, NBC vice-president and general manager, and Grover B. Hill, Undersecretary of Agriculture and Assistant War Food Administrator.

BLUE NETWORK
WFMJ
YOUNGSTOWN OHIO
28th METROPOLITAN DISTRICT
MORE LISTENERS PER DOLLAR
Ask HEADLEY-REED
New York, Chicago, Detroit, Atlanta, San Francisco

No other broadcaster can make this claim!

Only way to reach the 5,000,000 radio listeners of Michigan is with the Michigan Radio Network

As You Like It

You want fertile markets. You want to dominate those markets. You want those markets to respond to your appeals. Here you are, Sir, a neat little package of sales dynamite.

WAIR

Winston-Salem, North Carolina

Representative: The Walker Company

HORACE N. STOVIN AND COMPANY

RADIO STATION REPRESENTATIVES

offices

MONTREAL • WINNIPEG

TORONTO

The **WSLB** (Mutual)

Farmer Milks:—
250,000
Cows

Twice Daily Pulling:—
$30,000,000.00
Annually

His Cash Pay is:—
$2,500,000.00
Monthly

The WSLB Farmer Has Money To Spend Every Month Not

ONCE-A-YEAR

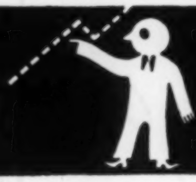
The Walker Co.—Representatives
Ogdensburg, N. Y.

630 KC.
5000 WATTS FULL TIME

Represented Nationally by
John BLAIR & CO.

KXOK
ST. LOUIS, MISSOURI
BLUE NETWORK

AGENCIES



H. R. COATE, former associate director of research in the Chicago office of Foote, Cone & Belding, has been transferred to the firm's San Francisco office as director of media and research.

DR. E. N. TISDALE, former administrative officer for the OPA and sales analyst for Management Controls Assoc., New York, has been appointed by Ross Roy Inc., Detroit, to direct all market and product research activities. **JOHN B. McCLINTOCK**, formerly with the Frigidaire division of General Motors Corp., and **PAUL SUTTON**, Detroit, join the writing staff.

RUSS TOLG, radio director of BBDO Chicago, is the father of a girl.

ARTHUR P. KANE has returned from the Army to his post as president of Kane Adv., Bloomington, Ill.

CLIFFORD STROHL, for eight years with Donahue & Coe., New York, has established his own agency, Clifford Strohl Assoc., at 29 W. 57th St., New York, in partnership with his brother Lee, also of D&C. Mr. Strohl will continue to specialize in the theatre field, using spot radio on occasion.

HUGH MacRAE, formerly with advertising departments of the "New York American", "Screenland" and "Silver Screen", has been named general manager of Dudley Rollinson Adv. Agency, New York.

HAROLD WINTER, former media director of Raymond Spector Co., New York, recently with Spot Sales Inc., New York, has joined Grant Adv., New York, as publication spacebuyer.

EDWARD FIELDEN, manager of the Bombay office of J. Walter Thompson Co., New York, is to visit U. S. offices of the agency in June. He is now in London.

JOE KEENAN, formerly of Walsh Adv. Co., Toronto, has joined the Toronto office of Stewart-Lovick Ltd., now located at 165 Spadina Ave.

MARY NOBLE, for several years with Foote, Cone & Belding, Hollywood, has been appointed office manager replacing **BESS HARRISON**, resigned.

WALTER R. CARLE, for two years news editor of KMPC Hollywood and former manager of KINY Juneau Alaska, has opened advertising, publicity and public relations offices at 6605 Hollywood Blvd., Hollywood. Telephone is Hillside 7822.

WILLIAM R. ORR & Co., Toronto, has been granted a franchise by the Canadian Association of Broadcasters for national business.

THOMAS H. BIRCH, formerly with Chester C. Moreland Co., Cincinnati, to Savage & Talley, Cincinnati.

FRED BOTTOROFF, formerly of Columbian Adv., Los Angeles, to Allied Adv. Agencies, Los Angeles, as account executive.

HARRY MAYNARD, talent buyer of BBDO Los Angeles, is the father of a girl born May 11.

DON BELDING, vice-president and chairman of the board of Foote, Cone & Belding, is conferring with Chicago and New York agency executives. He returns to Hollywood in June.

DON M. BANGS, formerly with Blow Co., San Francisco, and at one time head of his own Los Angeles agency, has joined BBDO Los Angeles.

J. WALTER THOMPSON Co. office in Buenos Aires reports that it currently is producing 50 radio programs weekly for Standard Brands, Northam Warren, RCA, OIAA and various local advertisers.

G. B. GREENE, former advertising manager of Lanteen Medical Labs., Chicago, has joined Ivan Hill Adv., Chicago.

E. A. SCHULENBURG, vice-president and media director of Gardner Adv., St. Louis, was honored at a dinner at the Lennox Hotel in observance of his 40th anniversary as a member of the organization.

WILLIAM A. SCHAUTZ Inc., New York agency specializing in bakery accounts, is setting up a new department for beer and beverage accounts under direction of **MAX R. WILEY**, formerly of Embossograf Co., Chicago.

CHARLES ULLMAN, manager of the Rio de Janeiro office of J. Walter Thompson Co., will visit the New York office in June.

EXPORT ADV. Assn., New York, at monthly meeting May 23 will hear discussions of markets in Mexico and Brazil. Speakers will be **BOB OTTO**, vice-president, Export Adv. Agency, New York; **ARTHUR A. KRON**, executive vice-president, Gotham Adv. Co., New York; **ARTHUR F. CONNALLY**, executive vice-president, Dorland International, Pettingill & Fenton, New York, and **HENRY WEBEL**, manager of the export division, G. M. Basford Co., New York.

STANLEY JOSELOFF, radio production director of Biow Co., New York, on May 13 became the father of twins—both boys.

CHARLES E. ROLFE, former assistant to the president, new England Telephone Co., in charge of advertising, has joined Albert Woodley Co. as vice-president in charge of the agency's newly opened New Haven office, located at 205 Church St.

E. A. W. SCHULENBURG, vice-president and media director of Gardner Adv., St. Louis, was guest of honor at a dinner given by his associates in observance of his 40th anniversary with the agency.

HAROLD L. TUERS, former advertising manager of Richard Hudnut Co., has become president of Blaker Adv., New York. **HENRY BLACKMAN SELL**, who relinquished the presidency to devote more time to the food field, continues as chairman of the board.

VISITING a *Texaco Star Theater* broadcast while on liberty from the Merchant Marine, Jack Wyatt (r), former radio director of Buchanan & Co., is made welcome by Henry Souvaine, producer of CBS series, and Donald Stewart (c), radio advertising director of the Texas Oil Co., sponsor.

Agency Readjustment

STOKES PALMER-DINERMAN Inc., Cincinnati agency, has readjusted personnel with Edward V. Dinerman, president, and William A. A. Castellini, vice-president. Edward E. Stokes, and Fred Palmer have resigned as president and secretary-treasurer, respectively. Staff members are Robert M. Fleming, production director; William M. Lettow, industrial consultant and Albert C. Greule, art director.

PAUL LAVALLE, conductor of CBS Stradivari Orchestra, is honored by: Seated (l to r) Norman Dahl, president, and Jean Coxe, vice-president, Prince Matchabelli, sponsors; Lavalle, John Mitchell, radio production director, Morse International. Standing, Allyn Marsh, CBS asst. sales mgr.; Margaret Bickel, pub. dir. for sponsor; L. V. Talamini, exec. v.-p. sponsor Chester Sleybough, mgr. radio dept. Morse.

AGENCY specializing in the Negro market has been established at 1723 Amsterdam Ave., New York. Radio will be used. President is **F. LINWOOD HAILSTOLK**, formerly of Capehart & Carey Adv., New York, and producer of "Harlem Serenade" on WMCA New York in 1940. Other principals are **ROLAND GEIGER**, secretary-treasurer, formerly of Guarantee Life Insurance Co., and **WILLIS ROLAND**, sales head, former Negro representative of Schenley Distillers Corp.

CHARLES B. HOFMANN moves from the Blow Co. to the New York office of Sherman & Marquette as head of media and research.

IRENE BARCLAY from Cline Adv., Boise, Ida., to Ad Fried Adv., Oakland.

YMCA is offering $500 for the best 15-minute script promoting North American interest in and understanding of other races. Winning script is guaranteed production and other scripts will be bought at current market prices if acceptable. Contest closes Oct. 1.

Morals Down

GENE WILLIAMS, commercial manager of KPRO Riverside, Cal., is voting "yes" to the question "Is the war breaking down our moral standards?" The question was discussed at *America's Town Hall Meeting* recently in Los Angeles Auditorium, which Williams attended. As he was leaving his wallet was stolen. The thief removed the money it contained, dropped the wallet on the floor where a more honest spectator found it and mailed it back to him.

Another KTSA SUCCESS STORY
KALLISON'S TRADING POST
CBS
550 ON THE DIAL
7:00 a.m. to 7:20 a.m. MONDAY THROUGH SATURDAY
ON THE AIR
100,000 CUSTOMERS PER YEAR
BROUGHT INTO KALLISON'S
BY A REAL SERVICE PROGRAM
AFFILIATED WITH TAYLOR HOWE-SNOWDEN Radio Sales

CELEBRATING!.....

ITS' 9TH YEAR ON THE AIR

Anywhere in Texas within the range of KTSA's transmitter every rancher and farmer will tell you that the "Trading Post" means Kallison's Dept. Store and Kallison's means the "Trading Post". They'll tell you, too, that the "Trading Post" is THEIR program. That it advertises the things THEY have for sale; finds the things they need; arranges swaps, locates lost horses and cattle, brings them up-to-the minute information, is a bulletin board of the air for farm and ranch meetings and gatherings. Yes! The "Trading Post" is doing a real job.

Starting with a ten minute program nine years ago, Kallison's have kept the "Trading Post" on the air continuously, and, as it has grown, have taken more and more time, until, today, it is a full twenty minutes every week-day. This program is the ONLY radio used by the store. It is broadcast ONLY over KTSA. Yet Kallison's say that it is very conservative to estimate that it *brings* 100,000 *people per year into the store.*

Another actual success story to prove how well KTSA reaches the audience it was designed and built to serve. More proof of its ability to deliver results in the "KTSArea". . . a 64 county sales area including 23.11% of Texas' effective buying income; 22.06% of Texas' retail sales; and 24.35% of Texas' population.

KTSA is ready to write a success story for you. Let us send you specific facts about the job it is doing for sales NOW and in the postwar era.

KTSA
SAN ANTONIO

BUFFALO'S GREATEST
REGIONAL COVERAGE

WGR

550 K.C.

BUFFALO'S
BLUE
NETWORK
STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO
BROADCASTING
CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

OWI PACKET, WEEK JUNE 11

Check the list below to find the war message announcements you will broadcast during the week beginning June 11. OWI transcriptions contain six 50-second announcements suitable for sponsorship and three 20-second chain breaks on each side of discs. Tell your clients about them. Plan schedules for best timing of these important war messages.

WAR MESSAGE	NET-WORK PLAN	STATION ANNOUNCEMENTS Group KW Aff.	Group KW Ind.	Group OI Aff.	Group OI Ind.	NAT. SPOT PLAN Live	NAT. SPOT PLAN Trans.
Seventh War Loan	X	--	--	--	--	--	X
Hold Prices Down	--	--	X	--	X	X	--
Dangerous Pennies	X	--	--	--	--	--	--
Car Conservation	X	--	--	--	--	--	--
V-Mail	--	X	X	X	X	--	--
The Job Ahead—Japan	--	X	X	X	X	--	--

See OWI Schedule of War Message 164 for names and time of programs carrying war messages under National Spot and Network Allocation Plans.

ALBUQUERQUE

Is New Mexico's Major Market

★ KGGM ★

1260 KC. – 1000 WATTS. FULL TIME – COLUMBIA AFFILIATE

POPULATION* 73,327

14$\frac{1}{3}$% OF TOTAL STATE POPULATION

BUYING POWER** $90,265

27$\frac{1}{4}$% OF TOTAL STATE INCOME

RETAIL SALES** $40,580

22$\frac{8}{10}$% OF TOTAL STATE RETAIL SALES

* Source: U. S. Bureau of Census and O. P. A.
** In thousands (000 omitted). Source: Sales Management

KVSF (1340 KC. 100 Watts) In Santa Fe, state capital and second largest city in New Mexico, gives complete basic coverage New Mexico's second major market at low cost. Affiliated with KGGM and the Columbia Broadcasting system.

REPRESENTED NATIONALLY BY
TAYLOR-HOWE-SNOWDEN RADIO SALES
NEW YORK CHICAGO DALLAS AMARILLO

ALLIED ARTS

GLORIA THOMPSON, formerly in the NBC program department, and **CLAUDINE SHANNON**, previously on the production staff of "Truth or Consequences", NBC have joined Mildred Fenton Productions, New York. Firm is expanding, having leased an entire floor at 38 E. 57th St. in addition to present quarters.

FREDERICK ZIV Co., New York, production firm, has acquired rights to "Easy Aces" for a syndicated package and plans to start cutting discs for a transcription series around June 1. Owned by Goodman Ace and his wife, program was formerly sponsored by Anacin Co. on CBS.

DR. H. H. BUBA, economist and statistician, associated with C. E. Hooper Inc., New York, as consultant, last week became a regular member of the organization as executive. He has been active in the U. S. and Canada for 10 years in marketing and advertising research.

ROBERTA DUFTON, personnel director, office manager and assistant to the president of Mutual during **MILLER McCLINTOCK'S** regime at MBS, and recently research director of Cine Television Studios, has been appointed department manager of Walter Lowen Placement Agency, New York, to specialize in placing radio and television executive and creative personnel.

ASSOCIATED MUSIC PUBLISHERS has completed new agreements with KTTS WWSW and signed renewals with KDON KFEL KHSL KICA KIT KORE KRNR KTKC WJEJ WLOL.

CKTB St. Catherines, Ont., has subscribed to Press News wire service.

WALKER & MINTON, Los Angeles and San Francisco, has been appointed to serve Joseph Hershey McGillvra Inc. clients on the Pacific Coast.

Blue Institutes

BLUE, in cooperation with five universities, will hold a series of summer institutes, presenting discussions on radio from the listener's point-of-view. Dr. H. B. Summers, Blue director of public service, has arranged sessions for two-day periods from July 9-July 20 at Kentucky U., Indiana U., Minnesota U. Iowa State College, Denver U.

4,955,144 spindles spinning VICTORY

...daily producing cotton cloth to wrap around the world. Produced from "picker to bolt" in the 16-county WSPA Primary Area.

CBS WSPA SPARTANBURG, SOUTH CAROLI
Home of Camp C
5000 watts Day, 1000 watts Night
950 kilocycles, Rep. by Hollingbery

PROGRAMS

EXPERIENCES of Army Air Forces fliers in combat are dramatized in "AAF Scrap Book", which replaced "First in the Air" as the Friday unit of the "Service Time" series broadcast on CBS Monday through Friday 5-5:30 p.m. Capt. Perry Lafferty, former CBS staff director, produces the new program which is written by Cpl. Joe Quillan, former staff writer for Kate Smith.

WLIB Actor's Club

BROADWAY theatrical club is the fictional setting for "The Actor's Club", five-weekly program on WLIB New York. Well-known stars are heard via recording in brief performances, with live continuity handled by an m.c. Each act ties in with news about stage, screen and radio stars in New York.

Legion on WJJD

PUBLIC SERVICE series "This Is Our Duty", in cooperation with American Legion, has started on WJJD Chicago. Quarter-hour show broadcast Friday dramatizes work of American Legion in behalf of veterans of World War II and their families, with special presentation of provisions of the G.I. Bill of Rights.

Blue Veteran Series

THE BLUE takes up the problem of veteran rehabilitation in "Reunion U.S.A.", weekly half-hour program starting May 21 in cooperation with Hollywood Writers' Mobilization. Format will combine dramatizations with talks.

Charm Program

TIPS on all phases of how to be charming composes format of "Charm School" started May 14 on WGN Chicago. Listeners are given a calendar on which each day's course of instruction is outlined for following at home.

Drama Review

JOHN CHAPMAN, drama critic, New York Daily News, is featured in a new Sunday night video series "Broadway at 8:40", on WABD New York. First telecast, May 20, had stars of "Anna Lucasta" as guests.

Public Service Period

TEN-MINUTE period 7:30 p.m. Monday through Saturday has been designated by WTAR Norfolk, Va., exclusively for public service programs and announcements of local interest. Time was chosen to insure greatest possible listening audience.

Labor Law Series

NEW YORK State Dept. of Labor is presenting a series "Your Labor Laws in Action", featuring reports by division heads, on WNYC New York, each Thursday.

Political Forum

WKAT Miami has introduced a half-hour political round-table public forum with John I. Prosser, station manager, as mediator. Citizens question councilmen-elect about current civic problems.

Tele-Travelogue

BURTOM HOLMES, travel lecturer, has started a series of five Sunday telecasts on WNBT, NBC television station in New York.

'Daly Double'

WBRY Waterbury, Conn., has a "Daly Double" of interest to news listeners rather than racing fans. John Charles Daly, CBS news editor, presents international news at 11 p.m. and at 11:10 John J. Daly, city editor of the Waterbury Republican, gives local news.

Transcribed Prayers

KCMO Kansas City now begins schedule each day with a transcribed prayer by one of the local ministers, priests or rabbis, with another prayer at the sign-off. Plan is to be followed every day until V-J Day.

High School Series

TO PROMOTE summer war work by teachers and students of local high schools, KOIL Omaha has started weekly quarter-hour "Youth Views the News". Program considers problems of high school students.

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM

$7,607.00 PER FAMILY!

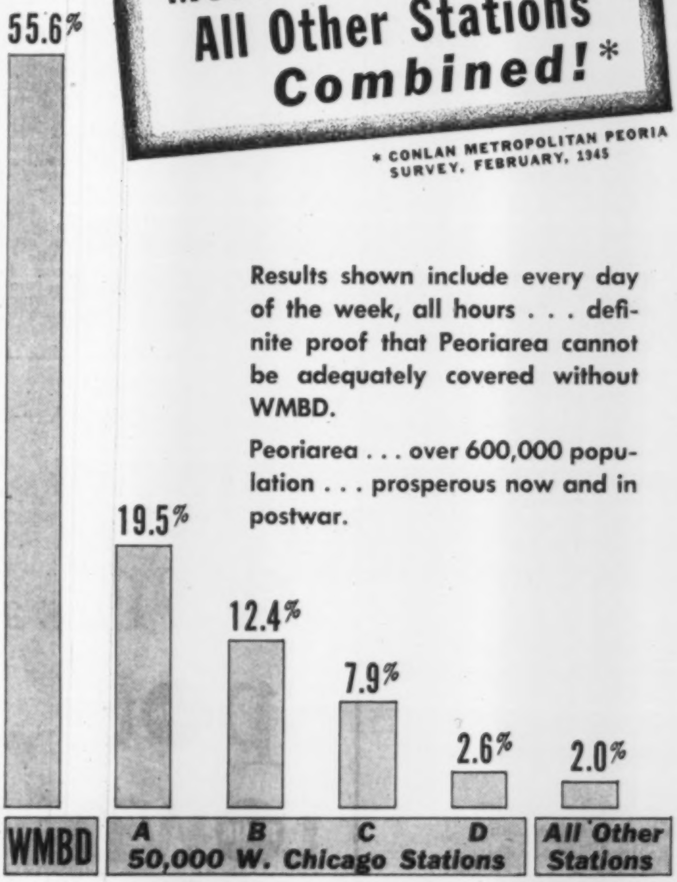
That's the 1944 Effective Buying Income in Hartford, as just published in Sales Management's Survey of Buying Power. Write WDRC, Hartford 4, Conn., for new brochure giving complete details.

USE WDRC TO CONNECT IN CONNECTICUT

CBS

WMBD... More Listeners than All Other Stations Combined!*

* CONLAN METROPOLITAN PEORIA SURVEY, FEBRUARY, 1945



Results shown include every day of the week, all hours . . . definite proof that Peoriarea cannot be adequately covered without WMBD.

Peoriarea . . . over 600,000 population . . . prosperous now and in postwar.

For further details, write to FREE & PETERS, or WMBD, Peoria

FREE & PETERS, INC.
National Representatives

THE HEART OF ILLINOIS

WMBD
Member CBS

PEORIAREA
Pop.614,200

COLUMBIA NETWORK

WKBW
1520 K.C.

BUFFALO'S ONLY 50,000 WATT STATION DAY and NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

AIR EXPRESS
has the
Speed You Need!

WHERE TIME IS MONEY, Air Express is the economical way to ship! Where Time is *priceless,* Air Express is the only way!

3-MILES-A-MINUTE! That's the speed of Air Express between hundreds of U. S. cities and to many foreign countries. Shipments to 23,000 off-airline points are handled through rapid air-rail schedules.

SPECIAL PICK-UP AND DELIVERY! In all U. S. cities and principal towns a special expressman picks up your shipment at plant or office and speeds it to the airport. At its destination, the package is rushed from airport directly to you (or to consignee) at no extra charge.

LOW COST! 25 lbs., for example, travels more than 500 miles for only $4.38, over 1,000 miles for $8.75. Air Express charges today are actually less than before the war.

MORE PLANES are being put into Airline service, which means more space is available for all important types of traffic.

WRITE TODAY for "Quizzical Quizz," a booklet packed with facts that will help you solve many a shipping problem. Railway Express Agency, Air Express Division, 230 Park Avenue, New York 17. Or ask for it at any Airline or Express office.

AIR EXPRESS
AIR EXPRESS
GETS THERE FIRST

Phone RAILWAY EXPRESS AGENCY, AIR EXPRESS DIVISION
Representing the AIRLINES of the United States

TECHNICAL

G. C. GLENN, former engineer of KFSD San Diego, Cal., and **W. C. RIPPEL,** formerly of WNYC WHN New York, have been added to NBC Radio Recording Division, Hollywood staff, as studio-field engineers.

CLAYTON LEE is new member of the WORD Spartanburg, S. C., engineering staff.

KEITH HOPKINS, member of the technical staff of KDYL Salt Lake City, is the father of a boy.

REISSUE of microphone models not used since start of the war has been announced by Universal Microphone Co., Inglewood, Cal. Internally redesigned, the 204-TA dynamic handi-mike will be marketed in both carbon and dynamic types.

RAYMOND VENENOUR, formerly with WGIL Galesburg, Ill., is now technician with WBBM Chicago.

INSTITUTE of Radio Engineers, New York, received its first corporate building fund gift from Dr. Victor J. Andrew, president, the Andrew Co., Chicago. The amount was $1,000. More than $200,000 has been subscribed.

ED FROESCHLE, released from the Army, has joined the engineering staff of KEX Portland, Ore.

DONALD DENEUF, assistant manager, communications division, Raytheon Mfg. Co., spoke on his company's experiments, present and projected, for microwave relays for television and other services May 16 at the monthly luncheon meeting of the Television Press Club of New York at the Hotel Sheraton, New York.

EDWARD J. CONTENT, assistant chief engineer of WOR New York, will serve as chairman of the winter technical meeting of the Institute of Radio Engineers to be held in January 1946.

NATIONAL Assoc. of Chiropodists, asking radio to help arouse the public to the importance of proper foot care, is sending a sample script to leading comedy teams showing how Fred Allen once publicized foot care on one of his programs.

Any
ASK A town is a
spot JOHN
town BLAIR
tonight MAN

JOHN BLAIR
& COMPANY
REPRESENTING LEADING RADIO STATIONS

BUSINESS UP 31% IN PHILCO REPORT

PHILCO Corp.'s war production sales for 1944 amounted to $152,953,250, representing an increase of 31% over last year, according to the annual report. Net income was $3,938,455 or $2.87 per share after taxes.

"By far the major part of Philco research and engineering work has been in the field of radar and the ultra-high frequencies and microwaves," for the Army and Navy, the report states. "Looking to the postwar years, it is keeping Philco in the forefront of the newest technical development in radio, radar and television and will undoubtedly lead to many new peacetime applications."

Referring to the new Philco television link between Washington and Philadelphia, the report says that it "may later lead to television networks across the United States." The report says Philco is planning to broaden its postwar distribution.

War Contracts

REVISION of the Joint Termination Regulation involving Army and Navy contracts became effective May 20. Included in a schedule of contractors assigned under the Consolidated Termination Program of April 1 are: Aireon Mfg. Corp., Kansas City; Bendix Aviation Corp., radio division, Baltimore; Fed. Telep. & Radio Corp., Newark; General Electric Co., Schenectady; Philco Radio Corp., Philadelphia; RCA Victor Division, Camden.

John B. Harlow

JOHN B. HARLOW, 61, contract license manager, Electrical Research Products Division, Western Electric Co., New York, died May 15 at his home in Montclair, N.J. Joining the company in 1910 as a member of the engineering department, Mr. Harlow served successively as telephone sales engineer, commercial engineer and development engineer, Electrical Research Products, before assuming his recent post. His widow and two sons survive.

DOING A
DOUBLE
JOB
IN THE MAGIC
VALLEY

KTFI
TWIN FALLS · IDAHO

WIBG "Plays Ball"

FOR THE FOURTH CONSECUTIVE YEAR, WIBG IS BROADCASTING EXCLUSIVELY IN PHILADELPHIA ALL THE HOME GAMES OF THE ATHLETICS AND PHILLIES UNDER THE SPONSORSHIP OF THE ATLANTIC REFINING COMPANY. NO WONDER FANS CALL WIBG THE "BASEBALL STATION."

BUT—WIBG really "Plays Ball" all year 'round, in more ways than one. As Philadelphia's "sports-minded" station, WIBG broadcasts not only big-league baseball, but also play-by-play collegiate and professional football, collegiate, professional and scholastic basketball and top-flight sports news every day of the year.

WIBG plays ball with advertisers, too—giving them the kind of cooperation and program service that spells successful campaigns. That's why Philadelphia's Most Powerful Independent Station is also Philadelphia's Best Radio Buy!

Philadelphia's Baseball Station

WIBG

10,000 WATTS • 990 KILOCYCLES

Represented by JOSEPH LANG and SPOT SALES, INC.
400 MADISON AVENUE, NEW YORK

Powerful Popular

WCAO

The Voice of Baltimore

- America's 6th City in Population.
- Maryland's Oldest Broadcast Station.
- Columbia Basic Outlet, Since 1927.
- 5,000 Watts, 600 KC, Day and Night.

PAUL H. RAYMER CO.
National Sales Representative
NEW YORK CHICAGO SAN FRANCISCO LOS ANGELES

CHINESE laundries throughout the New York metropolitan area are distributing more than 150,000 shirtbands with photos of Red Barber, Bert Lee and Ward Wilson and messages announcing that WHN New York for the fourth consecutive year is exclusively broadcasting the Brooklyn Dodgers home and away ball games. Car cards on more than 800 Fifth Ave. buses also promote the baseball broadcasts, also advertised by small postmark cartoons on each letter (totaling more than 70,000 a month) put through the mailing meter machine of Loew's Inc., M-G-M and WHN. Triple promotion was planned and prepared by Bob Anthony, WHN promotion director.

Contributions Party

LISTENERS who have contributed jokes topping the 1,000 mark on the Palmolive Shavemeter on "Can You Top This?" will be entertained May 26 at dinner in the grand ballroom of the Plaza Hotel, New York, will receive engraved certificates proclaiming them members of the "1,000 Club", and will witness the broadcast of the program (Saturday 9:30-10 p.m.) in the NBC studio. Program's gag-masters — Harry Hershfield, "Senator" Ford and Joe Laurie Jr.—will act as hosts at the dinner. Program is sponsored by Colgate-Palmolive-Peet Co., Jersey City. Agency is Ted Bates Inc., New York.

WJOB Promotion

WJOB Hammond, Ind., is distributing a promotion piece featuring "Rockin 'N Rhythm", Wednesday-Saturday program which celebrated its twelfth birthday May 19, and a new Sunday morning inspirational hour.

Store News Service

MEIER & FRANK Co., Portland department store, has started hourly news bulletins in its lunchroom originating from store's news window and using copy prepared by KGW Portland.

WCOP 'Who's Who'

WCOP Boston has issued another direct mail piece titled "Who's Who in Boston", promoting "People You Should Know" show conducted by Virginia Dwyer.

PROMOTION

J. N. Adam Promotion

J. N. ADAM & Co., Buffalo department store, has conducted an extensive promotion campaign in connection with the Time and Life "Let's Learn Spanish" series it is presenting three-weekly on WBNY Buffalo as part of an institutional campaign. Preceded by several weeks of teaser and straight announcements, newspaper and car-card ads, statement inserts and letters to clubs and business groups, promotion included store displays and exhibits of cultural, historical and commercial material. Companies and groups with Latin American interests sent representatives to serve as guides and lecturers. In addition schools, libraries, YWCA and similar organizations have formed listening classes which offer further instruction after programs. Some J. N. Adam departments have taken the theme to help merchandise South American products and styles.

Washington and WOL

"WASHINGTON Is Here to Stay" says WOL Washington in an illustrated booklet designed to sell Washington as a stable market. Pointing out the city as a world capital, booklet states "When you tell Washington, you tell the world " and presents figures on how the city has grown, businesses, housing, cost of living and radio sets in use.

KCKN Objective

KCKN Kansas City has issued a mail piece to show that its "one and only" object is the Greater Kansas City market and it doesn't expend any of its effort on the thinly-populated surrounding area.

KWK Promotes V-J Day

KWK has kept downtown St. Louis abreast of the war with a 54 by 30 foot map at Grand and Olive streets. The map was changed almost daily to show progress of the Allied armies. Within a few hours after the V-E Day flash sign painters had painted out the map and letered in: "On to Tokyo; No Time Out Between Halves." News photographers picturing the end of the brownout snapped the sign in a picture of the lighted downtown section which appeared on front page center of the May 9 St. Louis Globe Democrat. Odd feature of picture was that KWK appeared in left foreground with the St. Louis and Missouri theaters appearing in that order in the immediate background so that combination made signs read: "KWK, St. Louis, Missouri".

CBS Boosts West

CBS has issued a book, "Pacific Panorama" analyzing dimensions and potentialities of the Far West and the part played by the Columbia Pacific Network. Radio is promoted as major methods of reaching new markets efficiently and effectively. Spiral-bound booklet is well illustrated.

Promotion Folder

WFBL Syracuse has issued a promotion piece on its "R.F.D. Program" featuring pictures of past activities and reminding advertisers "You'll hit pay dirt with WBFL's R.F.D. Program".

PEARL BENNETT BROXAM, program director of the U. of Iowa station, WSUI Iowa City, for 11 years has been named WMT Cedar Rapids public service director.

RALPH NEIMS, member of KWTO Springfield, Mo., since inception in 1935, has been named promotion manager.

PAT KOCHMAN, from WGAR Cleveland, to the sales promotion and publicity department of KQW San Francisco.

NAT MARKS, formerly with the Greenwich Times, has joined the NBC press department as copy writer.

ED BARNES, formerly on the staff of PM, New York newspaper, has joined the Blue publicity department.

MUTUAL last week released to stations and newspapers the first issue of a weekly illustrated clip sheet "MBS Flash Feature Service." Material includes a cartoon, a "Quickie Quiz" by Sportscaster Don Dunphy, a reprint of MBS daily "Minute of Prayer", a general gossip column on New York, and "Crime Clues", a mystery feature.

14,400 GROCERY STORES . . .

. . . Where the cash registers ring up over $324,171,000 in just one year. That's the picture of the grocery business in the WGY COMMUNITY*— created as it is by WGY in central and eastern New York and western New England where 1,045,717 radio families keep their sets tuned to WGY more than to any other station in the area.

And WGY is the ONLY medium you can use to combine this valuable market into ONE coverage area.

*WGY's primary and secondary areas contain 18 cities of over 25,000 population; 39 cities of over 10,000 and 40 incorporated towns and villages of over 5000 population.

WGY
Schenectady, N. Y.
50,000 watts—23 years of service—NBC
Represented Nationally by NBC Spot Sales

GENERAL ELECTRIC
WGY-228

LIKE WLS IN CHICAGO

KOY 550

GETS RESULTS IN PHOENIX

CBS
Key station, The Arizona Network,
KTUC, Tucson;
KSUN, Bisbee-Lowell-Douglas
JOHN BLAIR & COMPANY

1945

Another year of turning

MUSIC COSTS in to MUSIC PROFITS

This year again the plans of more than four hundred alert radio stations will include the use of ASCAP Radio Programs. And this year again, ASCAP has enlarged the scope of these scripts to meet a *definite* need with a *definite,* well planned, well written, salable product.

Your own Program men helped us plan

With more than three years of correspondence and personal contact with program and sales managers throughout America, we have made constant improvement in every phase of our scripts . . . and have been rewarded by seeing more and more of the programs sold commercially.

Free to any ASCAP-licensed station

The programs described in succeeding pages have been created by ASCAP as a service by the *composers* and *writers* of music to the *users* of music. They have earned, in many cases, much more station *income* than the station's entire *music costs.* Any ASCAP-licensed broadcaster, upon request, will receive these scripts without cost.

ASCAP RADIO PROGRAMS

30 Rockefeller Plaza • New York 20, N. Y.

AMERICAN PAGEANT

. . . A NEW ASCAP PROGRAM, DESIGNED FOR GREATER AUDIENCE APPEAL

AMERICAN PAGEANT is a thrilling, human series of fifteen-minute programs, three times weekly.

These scripts — in story and song — highlight interesting phases of American life.

AMERICAN PAGEANT is planned and executed with superb showmanship, which makes it a welcome addition to any broadcasting schedule. Any ASCAP-licensed station may receive it throughout the year without cost.

MY COUNTRY Sings

. . . a program of the music of America, in terms of the Americans who made it and played it

MY COUNTRY SINGS presents the "behind-the-scenes" story of our American music and the men and women who created it. Beautiful, human incidents and beautiful, familiar music. Certainly a formula for listener enjoyment!

MY COUNTRY SINGS is planned as a quarter hour, three times a week show, but is thoroughly adaptable to longer presentation. This series should create an enviable sales-record during 1945 and become an established feature on hundreds of stations.

Written by top-flight continuity people, planned, musically, by experienced showmen, MY COUNTRY SINGS is a clean-cut, big-time radio show your station and your sponsor can present with pride and confidence.

MY COUNTRY SINGS is available to any ASCAP-licensed station without cost.

1945
JANUARY
FEBRUARY
MARCH
MAY
SUN.
FRI.
SAT.
2
9
16
23
30
Printed in U. S. A.
...AND
53
VITAL
Special
PROGRAMS

Of which WHBQ of Memphis says..."We have been able to sell, without exception, each individual program!" Here are fifty-three program department headaches cured. Fifty-three tough research and writing jobs all wrapped up and ready to sell.

JANUARY

	DATE
New Year's Day	1
Alexander Hamilton	11
Edgar Allen Poe	19
Franklin D. Roosevelt	30

FEBRUARY

Boy Scout Week	8-14
Abraham Lincoln	12
Valentine's Day	14
First Sunday in Lent	18
George Washington	22

MARCH

Farm Day	8
Girl Scout Week	11-17
St. Patrick's Day	17
Hobby Week	19-24
Spring Begins	20
Good Friday	30

APRIL

Easter Sunday	1
Washington Irving	3
Army Day	6
Thomas Jefferson	13
Pan-American Day	14

MAY

National Music Week	6-13
National Hospital Day	12
Mother's Day	13
I Am An American Day	20
Ralph Waldo Emerson	25
Memorial Day	30

JUNE

Confederate Memorial Day	3
Flag Day	14
Father's Day	17
Summer Begins	21

JULY

	DATE
Independence Day	4
St. Christopher	25
Postal System	26

AUGUST

U. S. Coast Guard	4
National Aviation	19
Red Cross	22
Women's Suffrage	26

SEPTEMBER

Labor Day	3
School Begins	10
Star Spangled Banner	13
Autumn Begins	23

OCTOBER

James Whitcomb Riley	7
Columbus Day	12
Navy Day	27
Hallowe'en	31

NOVEMBER

U. S. Marines	10
Armistice Day	11
Thanksgiving Day	22
Mark Twain	30

DECEMBER

Pearl Harbor	7
Winter Begins	22
Christmas	25
New Year's Eve	31

Any ASCAP-licensed station may receive these programs throughout the year, without cost

ASCAP RADIO PROGRAMS
30 Rockefeller Plaza · New York 20, N.Y.

New NAB Presidential Group

(*Continued from page 13*)

the acceptance of the presidency by Mr. Ryan.

The board, following Mr. Shafto's report on behalf of his committee, last Thursday sent this telegram to Traveler's President Zacher:

> The Board of Directors of the NAB, representing 665 radio broadcasting stations of the United States, has unanimously and enthusiastically called upon Paul W. Morency to serve this industry as its president for the period July 1, 1945, to June 30, 1946. It is with a keen appreciation of the contribution already made by Travelers Insurance Co. and your share and interest in the future of this industry that our Association requests your grant of a one-year leave of absence in order that Paul Morency may respond to this draft of his services and the recognition of his outstanding ability. WTIC shares with all other stations the need for his services as president of NAB and this Association promises his release on July 1, 1946. Your favorable reply by telephone to us at the Board of Directors room in Radio Station WOW Omaha, phone Webster 3400 will be appreciated.

The telegram bore the signatures of all of the members of the board present at the session. Absentees were F. M. Russell, NBC Washington vice-president; Don S. Elias, WWNC Asheville, both of whom are recuperating from illness; William B. Ryan, KFI Los Angeles and Arthur Westlund, KRE Berkeley.

Mr. Zacher subsequently wired the committee that he regretted his inability to grant the requested leave of absence.

Wartime Action

In its fast-moving two-day session the board whipped through a heavy wartime agenda necessitated by the first conventionless year since the NAB's organization 23 years ago. Action on such debated questions as enlargement of the department to handle employe-employer relations and clarification and strengthening of the NAB Voluntary Code of Ethics was deferred pending selection of the new president.

Approval by the board of submission to the membership of a pair of proposed amendments to the by-laws was voted at the Wednesday session. One proposed amendment would qualify FM and television stations for membership on the board in the three director-at-large classifications. Under this provision television and Class C FM stations could qualify in the large-station category; Class B FM stations would qualify in the medium station director category and Class A FM stations in the small station director group.

The second proposed amendment clarifies certain provisions of existing by-laws and would open associate membership to professions such as legal and engineering where directly engaged in broadcasting and to applicants for CP's in any station category.

A scale of dues will be established by the board upon membership approval of the amendment.

Both amendments are to be voted in connection with the referendum on selection of directors-at-large, ballots for which will be mailed later this month.

A progress report on the Broadcast Measurement Bureau, now boasting a subscribed membership of 514 stations, was given the board by Hugh M. Feltis, president of the organization which would give to radio a counterpart of the Audit Bureau of Circulation in the publications field. Glen Bannerman, president of the Canadian Assn. of Broadcasters, a guest at the meeting, recounted the experience of the Canadian organization—Bureau of Broadcast Measurement—and commended the progress which had been made so swiftly by the American enterprise.

In the sphere of public opinion and radio the board, following a full discussion, suggested the possibility of sponsoring continuing surveys to ascertain the attitudes of the public on particular types of programs and to keep its finger on the listener pulse.

A project for establishment of an Academy of Radio Arts and Sciences, which would parallel the annual motion picture Oscar awards, will be studied further.

Harold Fair, program director of WHO Des Moines and chairman of the NAB Program Managers Executive Committee, outlined the importance of programming in station operations and submitted a committee recommendation for creation of a program directors department in the NAB. Impressed by Mr. Fair's presentation, the Board asked detailed information.

Directors present at the two-day Omaha session were: Paul W. Morency, WTIC Hartford; Kolin Hager, WGY Schenectady; Harry R. Spence, KXRO Aberdeen, Wash.; E. L. Hayek, KATE Albert Lea, Minn.; Leslie C. Johnson, WHBF Rock Island, Ill.; John J. Gillin Jr., WOW Omaha; William B. Way, KVOO Tulsa; Martin B. Campbell, WFAA Dallas; Hugh B. Terry, KLZ Denver; J. O. Maland, WHO Des Moines; T. A. M. Craven, WOL Washington; Dr. Frank Stanton, CBS New York; Dietrich Dirks, KTRI Sioux City; Campbell Arnoux, WTAR Norfolk; Roy Thompson, WFBG Altoona, Pa.; Nathan Lord, WAVE Louisville; J. Leonard Reinsch, WSB Atlanta; Frank King, WMBR Jacksonville; Fred Borton, WQAM Miami; Hoyt B. Wooten, WREC Memphis; John E. Fetzer, WKZO Kalamazoo; President Ryan and Secretary-Treasurer C. E. Arney Jr.

All sessions were held in the elaborate Directors Room of the Woodmen of the World building in which WOW is quartered. Mr. Gillin was chairman of the local station arrangements committee. Other participating station executives included Charles Burke, KFAB; Gordon Gray, KOIL-KFOR; Paul R. Fry, KBON and B. C. Corrigon, KOWH.

Thomas on Trip

NBC correspondent Lowell Thomas, back from Europe, is now on a round-the-world trip scheduled to last about a month. During his absence, he will be heard on his regular Sun Oil Co. news broadcasts when facilities are available.

Ryan, Reinsch, Craven to NAB Board; Runoffs for Medium and Small Stations

THREE new members of the NAB board, to take office July 1, were elected on the first ballot of the referendum election necessitated this year by the cancellation of the annual membership meeting, having polled a majority of all votes cast.

NAB President J. Harold Ryan, who retires voluntarily July 1, and J. Leonard Reinsch, managing director of WSB WIOD WHIO, were named in the large-station classification. Mr. Ryan's election was as executive of WWVA Wheeling, 50,000-watter, one of the seven Fort Industry Co. stations of which he is vice-president. Comdr. T. A. M. Craven, vice-president of Cowles Bcstg. Co., was declared elected to one of the two posts in the medium station group. All three are serving on the present board.

In reporting the results of the initial balloting to the board, C. E. Arney Jr., secretary-treasurer, pointed out that an aggregate of almost 600 ballots out of 660 eligible stations, were cast. This, he said, is triple the number usually cast at conventions in the director-at-large elections.

Runoff elections will be held for the one remaining director for medium stations and for the two small station directors. These ballots will be mailed by Ernst & Ernst, under whose supervision the elections are being conducted, on May 25, returnable June 14. Under the election procedure the three candidates receiving the highest number of ballots will contest for the remaining position in the medium class. These are G. Richard Shafto, WIS Columbia, Clarence T. (Swannee) Hagman, WTCN St. Paul, and Clarence Leich, WGBF Evansville, Ind.

In the small-station class there are four candidates for the key positions, having polled the highest number of votes among six candidates. These contestants are: Matthew H. Bonebrake KOCY Oklahoma City; Dietrich Dirks, KTRI Sioux City, Ia.; Clair R. McCullough, WGAL Lancaster, Pa., and Marshall Pengra, KRNR Roseburg, Ore., or Frank King, WMBR Jacksonville. Because of the closeness of the King-Pengra vote, no official certification has been made by Ernst & Ernst pending a re-check.

WINN
LOUISVILLE
Basic Blue Network
Represented by
PEGGY STONE, New York
GEORGE ROESLER, Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco
HARRY McTIGUE
General Manager

Quebec Province Plans To Expropriate Outlets

QUEBEC Provincial Government is planning to buy or expropriate at least four stations to be used as the basis for a Provincial network. According to the *Ottawa Daily Le Droit*, the stations to be expropriated at the end of the present legislative session are CKAC Montreal, CHRC Quebec, CHLN Three Rivers, CHLT Sherbrooke, with CJBR Rimouski, CKCH Hull and CBJ Chicoutimi to be taken over later. No action has been taken as yet according to a report from Phil LaLonde of CKAC. Premier DuPlessis has not confirmed the list of stations.

KRKO Transfer

ACQUISITION of control of Everett Broadcasting Co., licensee of KRKO Everett, Wash., by William B. Taft and Archie G. Taft is requested in an application filed with the FCC last week. Lee E. Mudgett, 35% owner, sells his interest to William R. Taft, president and general manager, for $1,500 cash and other considerations. Mr. Mudgett, now in radio service with the Government, no longer is able to devote time to station, according to application. Other interest is held by Archie Taft, 30%, and Fred A. Clanton, 35%.

NAB Board Approves Postwar Studies Suggested by Sales Managers Group

LOOKING TOWARD intensified selling to come with the elimination of wartime restrictions, the NAB Board of Directors meeting in Omaha last Wednesday and Thursday, gave its blessing to a series of studies and explorations proposed by its Sales Managers Executive Committee covering virtually the entire business front.

Lewis H. Avery, Director of Broadcast Advertising, who has coordinated the committee's operations, presented progress reports to the Board covering the clinical test of retail radio advertising conducted by Joske's of Texas, San Antonio department store; a proposed revised draft of the NAB-AAAA standard contract form for spot broadcasting, and a detailed report on the proposed standardization of rate-card format for stations.

Sales Problems Study

The reports followed a meeting of the Sales Managers Committee in San Antonio May 8-10. That meeting was presided over by Arthur Hull Hayes, WABC-CBS New York, chairman.

Following the board presentation, it was announced that Mr. Hayes would name subcommittees to study the establishment of an advertising agency recognition authority; the implication of complete disclosure of audience measurement information; the practice of selling blocks of time for resale to individual advertisers.

The San Antonio meeting also recommended that the Board be asked to appoint primarily from the membership of the NAB Code Committee, a group which would study the proposal of the Proprietary Assn. of America for an intra-industry committee to review proprietary copy.

Present at the San Antonio sessions were Dietrich Dirks, KTRI Sioux City, chairman of the Board subcommittee for liaison with the Sales Managers Executive Committee and Paul W. Morency, WTIC Hartford; special guest chairman Hayes; Mr. Avery; Sam H. Bennett, KMBC Kansas City; William Doerr Jr., WEBR Buffalo; Walter Johnson, WTIC Hartford; Stanton P. Kettler, WMMN Fairmont; Ben Laird, WOSH Oshkosh; James V. McConnell, NBC New York; John M. Outler Jr., WSB Atlanta; Frank V. Webb, WGL Fort Wayne.

Members of existing subcommittees present were Howard Meighan, CBS New York and K. K. Hackathorn, WHK Cleveland. Associate members of the Sales Managers Executive Committee: Charles Dilcher, John Blair & Co., Chicago; Henry I. Christal, Edward Petry & Co., New York; J. W. Knodel, Free & Peters, Chicago.

Ward Expands

WARD BAKING Co., New York, for Tip-Top bread, is running a transcribed quarter-hour dramatic serial, *Tennessee Jed*, on 18 stations and will start the program on KQV Pittsburgh June 18. Stations now used are: WOR WFBL WMBR WFOY WBRC WNAC WEAN WHK KWK WFBR WGN WHKK WBNS WNAB WHOT WDRC WELI WKIP. J. Walter Thompson Co., New York, is agency.

KANSAS CITY IS A KOZY MARKET

PORTER BLDG.
KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card 3

CIGARETTES TODAY

I CAN ALWAYS GET MY FAVORITE BRAND OF ENTERTAINMENT ON W-J-W

Yes, every day, more and more people are making WJW entertainment *their* favorite brand. A skillful blend of sales-building local shows and the best ABC (Blue) Network programs has helped WJW make more consistent gains than any other Cleveland station, morning, afternoon and evening! This right combination for listeners makes WJW the Cleveland-area's fastest growing station.

BASIC
Blue Network
CLEVELAND, O

WJW 850

850 KC
5000 Watts
DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY REED COMPANY

FOUR TOP MARKETS!

Central Kentucky
WLAP *Lexington, Ky.*

Amarillo
KFDA *Amarillo, Tex.*

The Tri-State
WCMI *Ashland, Ky. Huntington, W. Va.*

Knoxville
WBIR *Knoxville, Tenn.*

All four stations owned and operated by Gilmore N. Nunn and J. Lindsay Nunn
Represented by The John F. Pearson Co.

FAX NEWS
MIGHTY
WAR LOAN
Fashion
FOOD
STEEL
FACSIMILE
SOUND

"Wait and See!"

Some day you'll see the multiplexing of FM and Finch Facsimile...five-column newspapers and audio programs sent simultaneously by radio over one channel to mass circulation homes!

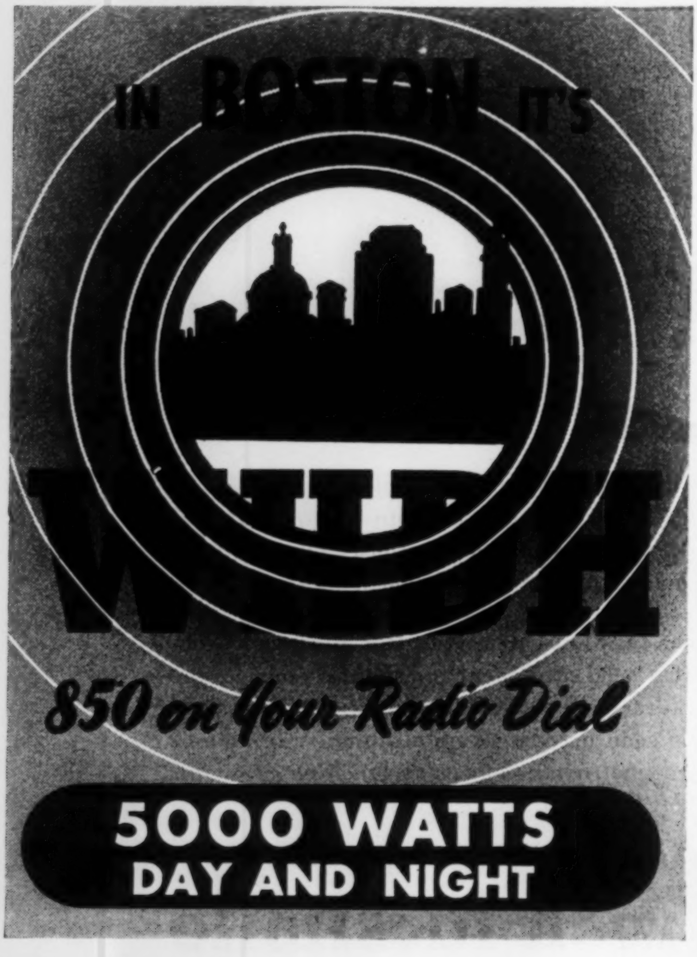
Over-eagerness for postwar products can lead to costly errors. It is altogether probable that so long as American armed forces need equipment and supplies, some of the *leading, ablest, most essential* manufacturers will devote their facilities to war rather than civilian requirements. Buying too soon may be a capital blunder. *In matters of facsimile communication, we remind our friends that strong Finch patents cover nearly every phase of the facsimile field. Wait and see!*

SELF SYNCHRONIZING

finch facsimile

Finch Telecommunications, Inc., Passaic, N. J. • New York Office: 10 East 40th Street, New York 16, N. Y.

PITTSBURGH—
all wrapped up for you—
WE DELIVER!
KQV
ALLEGHENY BROADCASTING CORP.
National Representatives: SPOT SALES, INC.



FCC Statement

(Continued from page 17)

mission's rules and standards. Of course, any allocations made by the Commission are subject to being changed to conform to the provisions of international agreements.

The Commission's report was made in the form of an allocation table, the full text of which is attached. This table will ultimately be included as Section 1, of Part I of the Commission's report on allocations above 25 megacycles, which will be released in the near future and which will give in detail the reasons for the Commission's decision. Since this report is lengthy and contains information which must be checked for security reasons prior to release, some time will necessarily elapse before it can be issued.

The Commission felt that it was important that its final allocations be known as soon as possible and that announcement of the result should not be delayed until the text of the report is available. Moreover, the Commission decided that it was extremely important that the tests with respect to FM broadcasting should begin at once since the season of the year is approaching during which sporadic E transmissions are expected to be at their maximum.

The allocation table which was released disclosed three principal changes from the proposed report which was issued last January and which was subsequently the subject of oral argument.

(1) The band in the 27 mc region available for scientific, industrial and medical devices, including diathermy machines, was enlarged in accordance with the recommendation of the manufacturers of diathermy machines, from the 30 kc channel width assigned in the proposed report to 270 kc. The other allocations for the scientific, industrial and medical devices were left unchanged.

No Television Delay

(2) Television has been assigned a 13th channel at 174 to 180 mc. In the proposed report this band had originally been assigned to air navigation aids. In addition, two of the three alternative allocations suggested for the region from 44 to 108 mc would make possible the immediate use of all television channels. In the proposed report it was noted that the television channel from 72 to 78 mc would not be usable until the aviation markers centered on 75 mc were moved. Under alternatives 1 and 2 the band around 75 mc has been assigned to services other than television and television has been given assignments which will not have to wait until other services move out. This would make available 13 channels below 300 mc, all of which could be assigned to television immediately. Of course, there is also available to television a very substantial amount of space above 400 mc which will permit the development of color television and superior black and white television through the use of wider channels.

(3) In the proposed report 6 mc were left unassigned with the statement that they would ultimately be assigned to television, FM, facsimile or the safety services, upon a showing of need.

The allocation table released today makes the unassigned space available as follows: 2 mc are added contiguous to the FM band of 18 mc width wherever that band is finally placed. Initially these 2 mc will be available for stations rendering a facsimile service exclusively, but manufacturers of FM receivers should include these 2 mc in new FM receivers as eventually it is contemplated that facsimile may move above 400 mc, thus making these 2 mc available for FM. In the proposed report no separate assignment was made for facsimile below 400 mc, except insofar as it was stated that FM stations might be authorized to employ facsimile during hours when they were not rendering aural broadcast service —a provision which is retained in the final report.

The remaining 4 mc which were unassigned in the proposed report have been made available to the safety services. As a result of this, and also as a result of making some changes in channel widths, a total of 139 additional channels have been made available to the fixed and mobile services in excess of provisions made in the proposed report.

PRESS WIRELESS on May 15 opened a direct radio-telegraph circuit between New York and Buenos Aires, first direct Argentine government circuit between the two countries, and fourth PW radio link with South America.

Subscription Plan Of Muzak Ignored

Final Decision May Come With Next Allocations

SUBSCRIPTION RADIO, as proposed by representatives of Muzak Corp. was ignored by the FCC in its allocations above 25 mc last week, leaving unanswered the question: Will the Commission treat Subscription Radio as a commercial FM service?

In the Commission's final report on allocations below 25 mc, which is due in the next week or 10 days, the FCC is expected to announce that it does not have sufficient information to determine whether or not stations should be licensed for Subscription Radio. Should the service prove feasible, however, and the Commission decides to license stations of the type proposed by Joseph L. Weiner, counsel for Muzak, applicants in the future will be permitted to apply for channels in the regular FM band or in "such other band" as the Commission may later designate.

Multiple Address

At oral argument early this year, J. Harold Ryan, NAB president, told the Commission that the NAB felt Subscription Radio is a multiple address service and therefore should not be allocated in the commercial FM band. Commissioner Norman S. Case, who questioned Mr. Weiner closely, expressed the view that Subscribtion Radio as described by the witness apparently would fall into the category of multiple address and not broadcasting.

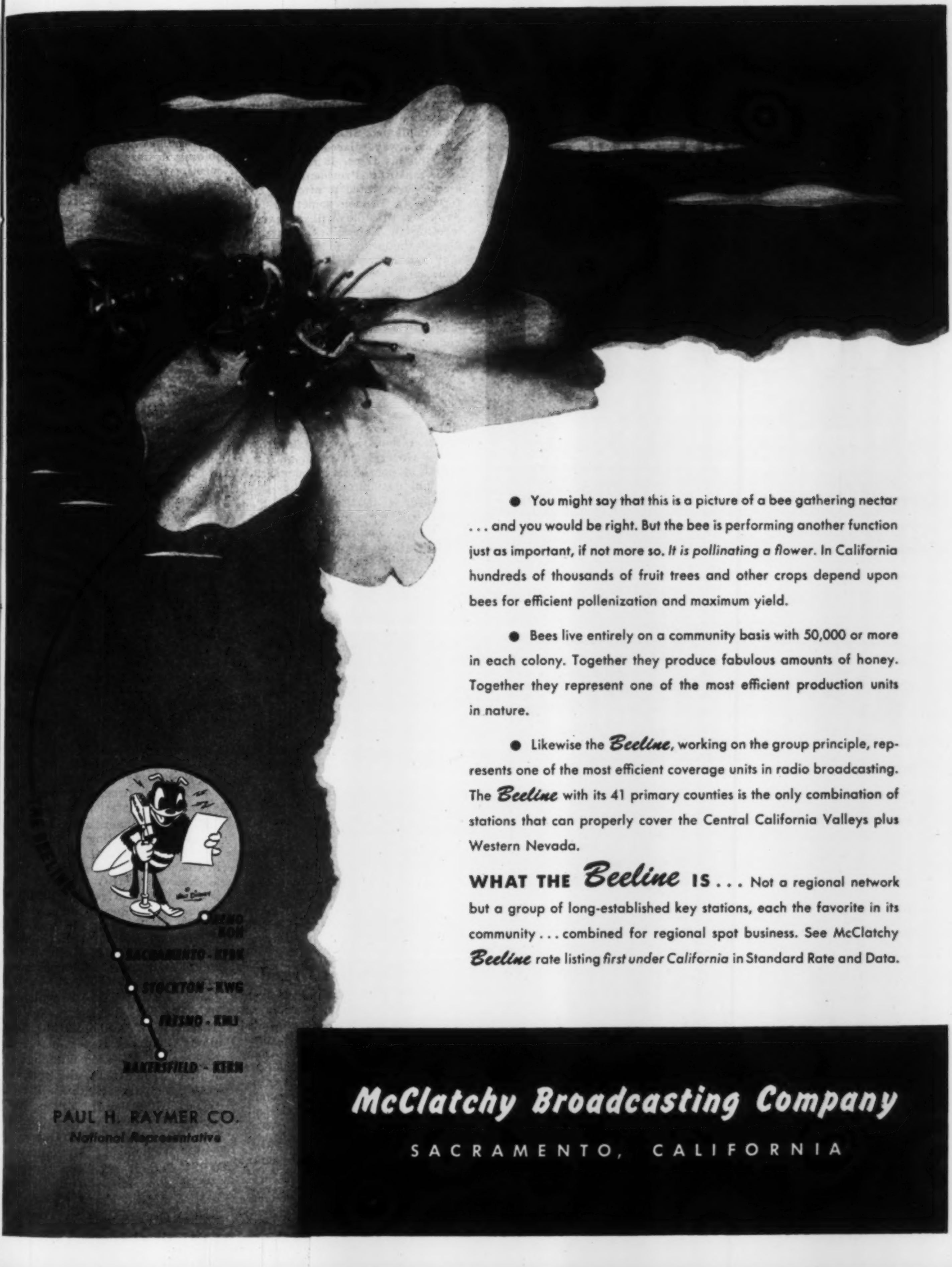
Muzak Corp., of which James Lawrence Fly, former FCC chairman, is chairman of the board, proposes "nickel-in-the-slot" FM without commercials. Subscription Radio Inc., a subsidiary of Muzak, would handle the service.

There was some question, however, as to whether the service as proposed would violate the Commission's multiple ownership rules, inasmuch as three frequencies in each city would be required.

Chernoff Writes Diary As War Correspondent

HOWARD L. CHERNOFF, managing director of the West Virginia network, has written the diary of his recent experiences abroad as a war correspondent under the title, *Anybody Here from West Virginia?*, all proceeds of which will go to the American Red Cross.

The book contains a foreword by Ed Murrow, CBS European director, and the front cover bears a BROADCASTING Sid Hix cartoon inspired by Mr. Chernoff's trip. Published by the Charleston Printing Co., Charleston, W. Va., the book is dedicated to servicemen and women from the state all over the world.



● You might say that this is a picture of a bee gathering nectar . . . and you would be right. But the bee is performing another function just as important, if not more so. *It is pollinating a flower.* In California hundreds of thousands of fruit trees and other crops depend upon bees for efficient pollenization and maximum yield.

● Bees live entirely on a community basis with 50,000 or more in each colony. Together they produce fabulous amounts of honey. Together they represent one of the most efficient production units in nature.

● Likewise the ***Beeline***, working on the group principle, represents one of the most efficient coverage units in radio broadcasting. The ***Beeline*** with its 41 primary counties is the only combination of stations that can properly cover the Central California Valleys plus Western Nevada.

WHAT THE *Beeline* IS . . . Not a regional network but a group of long-established key stations, each the favorite in its community . . . combined for regional spot business. See McClatchy ***Beeline*** rate listing *first under California* in Standard Rate and Data.

PAUL H. RAYMER CO.
National Representative

McClatchy Broadcasting Company
SACRAMENTO, CALIFORNIA

1st CHOICE IN CHATTANOOGA IS

WDOD

CBS

5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER CO.
NATIONAL REPRESENTATIVES

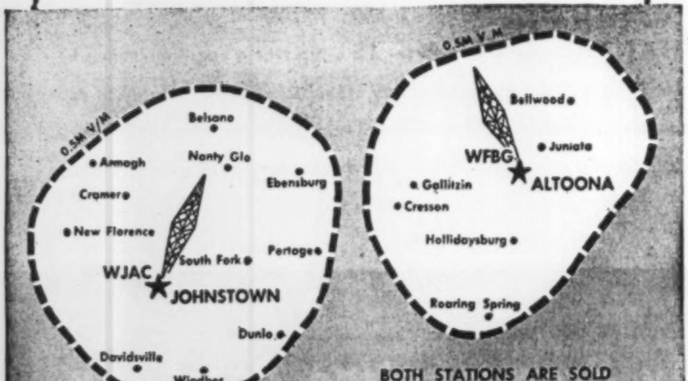
first IN (1) AUDIENCE, (2) PUBLIC SERVICE, (3) RESULTS

WJAC JOHNSTOWN

NBC

WFBG ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco

New Code

(*Continued from page 14*)

publication of some may be allowed.

Stories on the President's movements practically return to a peacetime basis, the Censorship head explained, although the Secret Service always places some restrictions on his trips. It may now be said that the President, for example, is expected to attend a conference in London sometime next week or that he will address a meeting in New York Thursday. Merely the mode and time of travel may not be used. Travel restrictions on diplomatic missions also have been removed.

Price Thanks Radio

Mr. Price reiterated that, as he had written in an article in BROADCASTING a few weeks ago, he wished to go on record as stating that he is gratified with the cooperation of broadcasters in voluntary censorship. This, he said, fully justifies his insistence that radio stations be not taken over by the Government under an interpretation considering them international communications.

Asked if the censors in New York would continue to go over shortwave copy beamed to Europe by other Government agencies, Mr. Price replied that the subject is under discussion and he is not yet sure of the result. He said almost all expenses are incurred in censoring international communications since the other forms are voluntary. However, many of these functions are being eliminated.

In the peak during 1943 the office had 14,500 employes. During the current fiscal year 14,167 are authorized by Congress but only 9,999 are on the rolls. For next year, a staff of 6,980 will be requested, Mr. Price said, indicating his agency's voluntary efforts at reduction. This will represent a 51% reduction from the present authorization and 31% from the V-E Day total.

Further personnel reductions planned are 1,771 by June 14, another 514 by July 4 and 831 by Aug. 8. All cuts through July 4 are already provided for by resignations and it is part of the program to find jobs for the others.

Set Planning Urged

INTELLIGENT planning to avoid chaos in reconversion to radio set manufacturing was recommended Friday by Samuel J. Novick, president of Electronic Corp. of America, in a letter to the RMA. Mr. Novick suggests that the Association conduct surveys to determine potential component production and potential set output.

COMMITTEE of prominent Government officials and professional experts will act as advisers to WMCA New York when the station begins a new war veterans series late this month, according to Mrs. Helen S. Straus, station director of education programs.

Mutual Promotion Plans Are Shown

Network Executives Explain Local Drives to Affiliates

PLANS for local promotion of Mutual programs and for the affiliation with the network by stations newly joining it were a major topic at a meeting of 29 representatives of 19 stations with network executives held May 15 at the Hotel Astor, New York.

Meeting opened with an introduction by Robert D. Swezey, MBS vice-president and general manager. Edgar Kobak, president, told of the development of client interest in the network on the basis of newly created station relation, programming and sales policies. Phillips Carlin, vice-president in charge of programs, detailed the recently inaugurated expansion of network-developed programs.

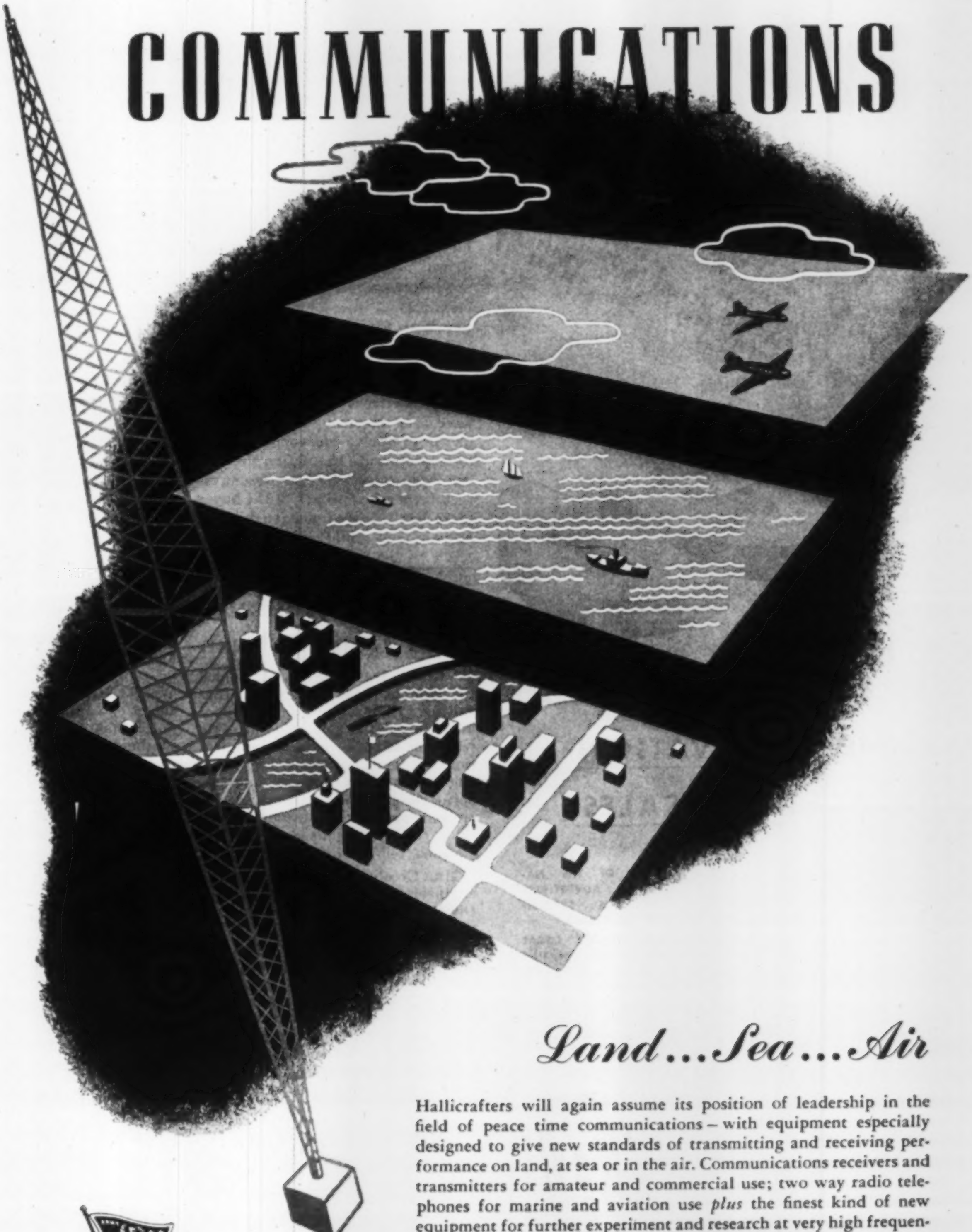
Recorded Talks Proposed

Robert A. Schmid, vice-president in charge of sales promotion, and Harold M. Coulter, manager of audience promotion, described the network promotion kits and other aids available to affiliates. The new Mutual Clipsheet and other publicity aids to back up station advertising were described by James E. O'Bryon, director of the network's press department.

G. S. Wasser, general manager, KQV Pittsburgh, reported that Mr. Kobak was going to address a luncheon meeting of some 500 Pittsburgh businessmen to welcome KQV as a new affiliate. Mr. Coulter said that Frank Katzentine, WKAT Miami Beach, had suggested that five-minute talks by Mr. Kobak and Mr. Carlin be recorded and sent to stations where they cannot appear in person. Local promotion campaigns which had succeeded in building audiences for Mutual programs were described by the station executives.

Station managers and owners attending the meeting included: E. L. Alburty, WHBQ Memphis; J. R. Brandy, WSLB Ogdensburg; F. L. Keesee, WMBO Auburn; Pete Wasser, Ben Kirk, KQV Pittsburgh; G. H. Roeder, John Elmer, WCBM Baltimore; Ted Chapeau, WJHP Jacksonville; A. R. Galliher, R. B. Helms, WHLN Harlan; Norman Knight, WAJR Morgantown; Art Graham, WKST New Castle; John Croft, WJPA Washington, Pa.; R. W. Richmond, WHKK Akron; W. W. Cribb, KHMO Hannibal; Chauncey Eanes Jr., C. E. Johnson, WILM Wilmington; Walter Speight, B. C. Pressley, WATL Atlanta; Hugh O. Potter, WOMI Owensboro; Milton Hinlein, KDRO Sedalia; Ken Gordon, Fred Woodward, KDTH Dubuque; Jonas Weiland, L. H. Peterson, WSSV Petersburg; Louis Howard, WHIT New Bern; D. J. Poynor, WMBH Joplin; Frank Nied, Perry H. Stevens, WRRN Warren.

COMMUNICATIONS



Land . . . Sea . . . Air

Hallicrafters will again assume its position of leadership in the field of peace time communications – with equipment especially designed to give new standards of transmitting and receiving performance on land, at sea or in the air. Communications receivers and transmitters for amateur and commercial use; two way radio telephones for marine and aviation use *plus* the finest kind of new equipment for further experiment and research at very high frequencies will all be included in Hallicrafters postwar production plans.

BUY A WAR
BOND TODAY!

hallicrafters RADIO

THE HALLICRAFTERS CO., MANUFACTURERS OF RADIO AND ELECTRONIC EQUIPMENT, CHICAGO 16, U.S.A.

MEMO

Now—the Season spends the Summer in Miami!

Take a look at these figures!

✓ TELEPHONES IN USE
January, 1941 77,895
July, 1944 78,224

✓ POSTAL RECEIPTS
January, 1941 . . . $236,848.54
July, 1944 . . . $240,473.45

✓ ELECTRIC METERS IN USE
January, 1941 63,111
July, 1944 71,031

WIOD MIAMI

National Representatives
GEORGE P. HOLLINGBERY CO.
Southeast Representative
HARRY E. CUMMINGS
JAMES M. LeGATE, General Manager

5,000 WATTS ⋆ 610 KC ⋆ NBC

WARTIME CULTIVATION for PEACETIME SALES

Coverage of stable markets for present and post war sales is a wise sales promotion investment.

The rich markets of Richmond and Virginia, covered by Station WRNL are stable markets.

The facts on the right are proof of results.

- 70.8% OF THE NATIONAL ADVERTISERS ON THIS STATION ARE RENEWALS.
- 88% OF THE LOCAL ADVERTISERS ON THIS STATION ARE RENEWALS.

Advertisers don't renew contracts unless the medium they use pays off in results.

WRNL • RICHMOND • VA.

5000 WATTS NIGHT AND DAY 910 KC

••• EDWARD PETRY & CO., INC. NATIONAL REPRESENTATIVES •••

Heavy Support Given by Broadcasters To Treasury's Seventh Bond Campaign

WITH the time, talent and overall effort volunteered to date by radio in support of the War Bond financing of World War II already mounting high in the millions of dollars, stations, networks, agencies, advertisers and broadcasters last week again undertook the promotion of another War Loan Drive, the Seventh. Estimates are that the current radio campaign to help secure complete support to finish the job against Japan will surpass the all-high contribution of the last drive.

Early in the week Ted R. Gamble, national director of the Treasury War Finance Division, stated, "Never has this country gotten a Bond drive off to a better start." General comment and observations on the swiftness with which sales have been mounting point directly to the pre-drive job done by radio to help organize the nation's 5,000,000 Bond salesmen. The present direct, intimate approach to the buyer is to be repeated for each man, woman and child in the nation some 2,000 times during the seven-week period.

Radio's high place was confirmed last Wednesday by Mr. Gamble, speaking at a luncheon meeting of the Washington Kiwanis Club, held in honor of the industry's 25th anniversary (see story page 20). He related the role of broadcasters in past campaigns and their expected unsurpassed support of the Seventh Loan, stating that the medium has been indispensible in achieving nationally unified backing of the Bond program thru explaining the needs and purpose of Bond sales as well as direct promotion.

War Finance figures forthcoming are expected to bear out factually the impact of this initial effort.

Gene Carr, WFD Radio Section chief, expressed satisfaction over the volumes of independent reports on activities. NAB advises however that many of the special "Telling the World" reports, No. 1 and No. 2, have not been received for the formal tabulation of the industry support, reminding broadcasters that Report 3 is due May 25.

Crosby Affiliates With Godley Firm

MURRAY G. CROSBY has joined the firm of Paul Godley Co., consulting radio engineers, Upper Montclair, N. J. as of May 15. He will specialize in radio communications systems, including FM problems, point-to-point mobile and airborne radio communications, development projects, multiplex operation, relay transmission, satellite stations, television and facsimile.

Mr. Crosby has been research engineer for the Communications Division of RCA Laboratories for the past 20 years. He specialized in FM and has over 100 patents, among them being the reactance tube automatic - frequency - control type of frequency modulator used in FM transmitters, marketed by RCA and GE. He is author of a considerable number of basic technical articles on the subject of frequency and phase modulation.

NBC Midwest Gain

NBC central division showed a sales increase of 9.6% for the first three months of 1945 over the same period last year according to Paul McCluer, sales manager. Central division handled 25.2% of the network's entire sales business during the period. At the same time a business increase of 9.2% has been scored in national spot sales on WMAQ Chicago for the first three months of 1945 over a year ago according to Oliver Morton, manager of NBC central division spot sales.

HELPS P. I. RADIO

Long Will Send Year's Service to Islands

W. E. LONG Co., Chicago transcription and package program producer, has offered all five stations in the Philippine Islands its complete radio station service for the period of one year without cost. The stations to which this offer was made were KZRC, KZRF, KZIB, KZRH and KZRM, all in Manila.

According to the letter sent to the stations by E. J. Sperry, director of radio for the W. E. Long Co., this offer is being made because the company wants to assist in rehabilitating commercial radio in the Philippines.

The service will include radio shows in script and format form, some of them transcribed, as well as transcribed music. The service will start whenever the stations so desire.

Seeks TV, FM

WKAT Miami Beach, Fla., has filed with the FCC applications for a new FM station on 47.1 mc and a new commercial television station on Channel 2 (60-66 mc). FM coverage would be 1,519 sq. mi. with estimated cost of $24,500.

TESTING audience reaction to television, Johansen Bros. Shoe Co., St. Louis, sponsored a one-time, half-hour telecast on W6XAO, Don Lee Hollywood television station, May 14. Program was produced by Sawyer-Feld Productions, Hollywood, for Anfenger Adv., St. Louis. Postcard questionnaires sent out to television set owners invited criticism. Plans for releasing the experimental telecast in the Midwest and the East are being developed by Anfenger Adv.

Reliability

Engineered by Gates For All-Around Performance

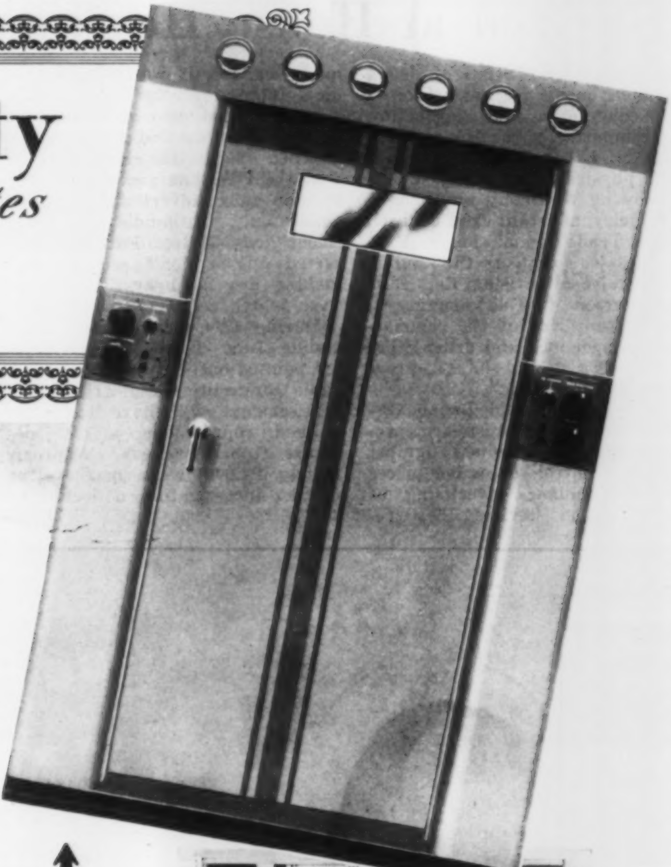
NEW Gates 1 KW HIGH FREQUENCY TRANSMITTER

Here's evidence of Gates' *rugged* designing in this extremely large ONE KILOWATT transmitter. Its massive, roomy design expresses *quality*, and it is full of oversize components for reliable performance in every type of climate. Simple in design and operation so that it can be efficiently operated and maintained by experts and "future experts".

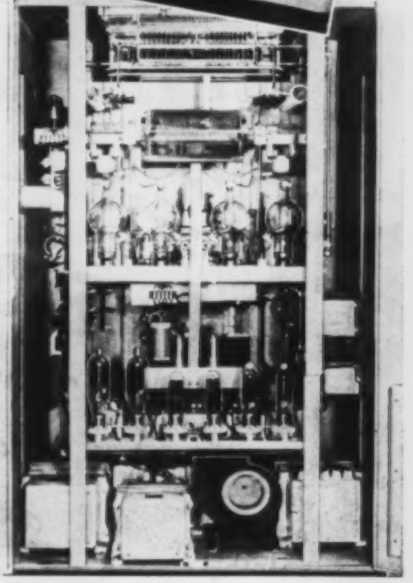
Gates' engineers have paid special attention to the elimination of trouble sources and the saving of maintenance upkeep. *For example:* Ordinarily a 1 KW capacity band change switch would not be found in a 5 watt R.F. circuit, but it is here in the HF1-2, because it eliminates trouble that might otherwise occur two or three years hence. It has four R.F. stages and three A.F. stages—all self-contained. It operates from 2-22 mcs. and can instantly change to any of five pre-set crystal frequencies. The audio response of 30-10,000 cycles is suitable for short-wave broadcasting or communication*. This transmitter deserves your interest. Write for complete technical data and details on low maintenance costs.

*** Peaked audio response may be had if desired.**

(Also available, is the popular Gates HF1-X Transmitter, identical to the above, but for telegraph service only.)



HF1-2 FRONT VIEW. 78" high, 48" wide and 36" deep—spacious design makes it easy to reach every part, large or small.



HF1-2 OPEN REAR VIEW. Cabinet is pressure type with complete air change every few seconds. All components are designed for constant operation at low temperature rise.

Wartime restrictions do not allow the sale of new broadcasting equipment without priority; therefore, this equipment is presented merely to acquaint you with Gates' current developments.
Ask About Our Priority Plan for Prompt Delivery When Gates Equipment is Again Available—

Gates RADIO COMPANY, Quincy, Illinois, U. S. A.

BROADCAST TRANSMITTERS • STUDIO SPEECH EQUIPMENT • TUNING AND CONTROL UNITS
AMPLIFIERS • REMOTE EQUIPMENT • BROADCAST STATION AND TRANSMITTER ACCESSORIES

Radio Drug Ads Are Bitterly Criticized at House Hearing

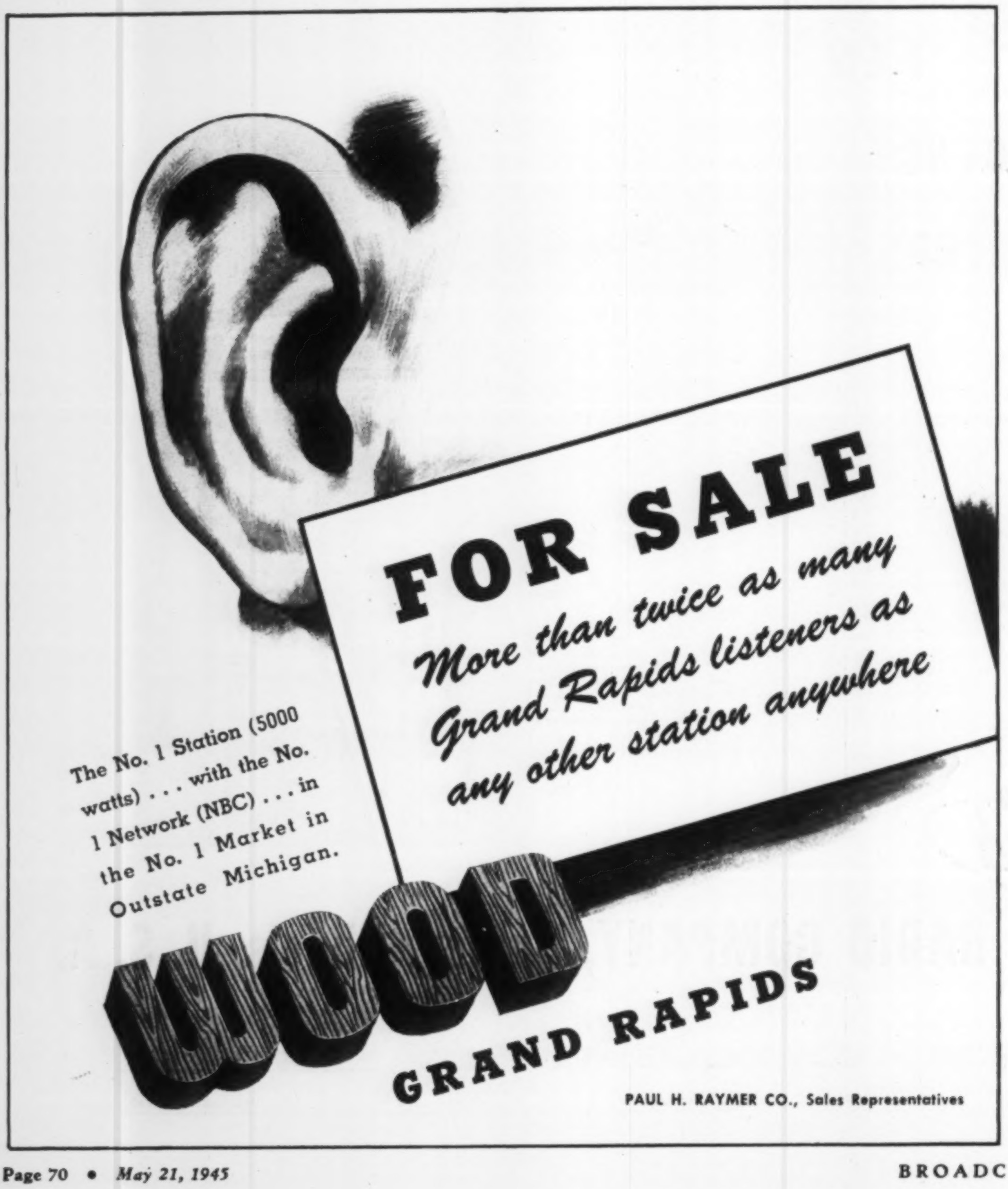
RADIO ADVERTISING of drugs and patent medicines was criticized last Wednesday at a hearing before a subcommittee of the House Committee on Labor investigating aid to the physically handicapped.

Following testimony by Richard P. Whiteley, assistant chief counsel, Federal Trade Commission, on FTC activities to protect the public against false advertising, Rep. Ellis E. Patterson (D-Cal.) suggested that if two-thirds of the commercials on medicines and drugs were eliminated it would be "a great service to the public".

Rep. Patterson told BROADCASTING his primary interest is in protecting the handicapped against monopoly control, excessive prices and unscrupulous advertising of medicines and devices they require but felt it would be to radio's interest if the public were spared a good deal of drug commercials now carried.

When Mr. Whiteley testified that the FTC has adequate power to stop false advertising but has funds only to handle the most serious cases, Rep. Patterson asserted: "You don't seem to be making any headway. There is a vast field here."

During the current fiscal year ending June 30, 1945, Mr. Whiteley pointed out, only about 812,000 radio continuities and written advertisements will have been examined, representing a 13% decrease from last year. Approximately 27,000 were marked for further investigation, a decline of 36%.


FOR SALE
More than twice as many Grand Rapids listeners as any other station anywhere
The No. 1 Station (5000 watts) . . . with the No. 1 Network (NBC) . . . in the No. 1 Market in Outstate Michigan.
WOOD
GRAND RAPIDS
PAUL H. RAYMER CO., Sales Representatives

Uncio Urges Radio's Use

(*Continued from page 15*)

understand and respect one another's point of view . . . That is the great task of radio—to bring people all over the world face to face so that they will realize that they are brothers . . ."

Second to Faith in God

Joseph Bech, minister of foreign affairs of Luxembourg: "The immense contribution of radio to the defeat of Germany will appear in letters of gold in the history books of the war . . . an old priest of my country stated from his pulpit to a congregation of American soldiers who had just freed his town that second only to their faith in God, was their confidence in the BBC . . . The defeat of Germany is a great beginning toward a peaceful world. The conquest of peace opens unlimited fields of activity for radio."

Bech then called for the international league at San Francisco to "establish an inter-governmental organization to stimulate and assist the rehabilitation of education, scholarship and the arts in Germany and in all the liberated countries where the Nazi invader left more traces of his evil influence than is commonly believed . . . It should have at its disposal a powerful radio station under international control . . . which will disseminate in all languages . . . the ideas, arguments and examples . . . the personality of great statesmen, teachers, speakers, musicians of the world could be brought directly into the homes of all down to the lowliest peasant."

Norwegian delegation: "Hoped that radio will continue to play its great part in the breaking down of isolationism and contribute to a better understanding and cooperation between the nations of the world."

Faris El-Khour, prime minister of Syria: "Radio must have as its aim for the postwar period the focusing of thoughts on the problems of lasting peace. This could be attained by studying and honestly presenting to the peoples of the world the real facts and the different points of view of the countries concerned."

Potent in Preventing War

Francis M. Forde, deputy prime minister of Australia: "Radio will prove potent in preventing another war. Improvements made in short wave broadcasting during the war years will, I think, be proved a weapon that can be used in the battle for permanent peace. To the people on whom fall the responsibility of operating the world's radio networks falls a great responsibility . . . to misuse it would be a major crime. If it is used as it should be used, it will prevent the major crime of war."

The statements came in answer to a letter, sent by the BBC, which read in part: "While the United Nations delegates are fashioning an instrument to achieve lasting peace, the great radio organizations of the world are giving serious consideration to the constructive role they can play in time of peace. We believe that a short statement by the leaders of all delegations on the role of radio in the postwar world would prove to be a stimulating influence and guide in the discussions to take place during the coming months on international radio."

Last Nazi Message

DYING GASP of Nazi radio was High Command communique transmitted May 8. It was: "The ban on listening to foreign stations has been lifted."

G. E. ELECTRONICS DIVISION CHANGES

THREE CHANGES in the Electronics Department of the General Electric Co. include the naming of James D. McLean as manager of sales for the Transmitter Division

Mr. McLean

Mr. Chamberlain

with headquarters at Schenectady; Paul L. Chamberlain, manager of sales for the Receiver Division, with headquarters at Bridgeport, Conn., and Henry A. Crossland, assistant to the manager of the Government Division, with offices in Washington.

Mr. McLean, since 1939, has been coordinating the development and manufacture of airborne radar and radar equipment supplied by the company to the Army Air Forces and the Signal Corps. Since 1943 he has been in charge of the sale of television broadcast equipment for use after the war.

Mr. Chamberlain joined the Electronics Department of General Electric in 1942 with a background as a radio sales executive. He was placed in charge of the Army Aircraft Section of the Government Division until 1943 when he was named manager of sales for the Transmitter Division.

Mr. Crossland has been employed by General Electric since 1930, most recently as manager of sales of the Receiver Division.

Hydes Have Daughter

ROSEL H. HYDE, FCC general counsel, and Mrs. Hyde are the parents of their fourth child, a daughter, born last Thursday. The Hydes have three sons, the oldest 17.

FOR SPECIAL WASHINGTON COVERAGE
Follow the Crowd
TO...

U.S. RECORDING CO.
1121 VERMONT AVE.—WASH. 5, D. C.
WRITE-WIRE OR CALL FOR DETAILS

Republic Campaign

REPUBLIC PICTURES Corp., New York, is spending $60,000 on spot announcements and five-minute programs in 35 markets in connection with the picture corporation's 10th anniversary and the opening of its new film, *"Flame of the Barbary Coast"*. Campaign, scheduled to run in each city for about a week before picture's opening locally and for several days thereafter, will last through July 27. Agency is Donahue & Coe, New York.

Blue Insigne

NEW microphone insigne to be used by the American Broadcasting Co. after June 15, when the name Blue will be dropped—a Gothic "A" with the word "American" beneath it in white on black—was displayed Friday by Chester J. LaRoche, vice-president, at a news luncheon at the Waldorf-Astoria, New York.

FLACK WILL HEAD SALES EXECUTIVES

GENE FLACK, director of advertising and trade relations for Loose-Wiles Biscuit Co., has been elected president of the Sales Executives Club of New York, succeeding Dr. Paul Nystrom, Columbia U. marketing professor, who becomes chairman of the board.

Other officers elected were: Frank M. Head, vice-president and merchandise manager, United Cigar-Whelan Stores Corp., first vice-president; Don G. Mitchell, vice-president in charge of sales, Sylvania Electric Products Co., second vice-president; Robert A. Whitney, promotion manager, McGraw-Hill Publishing Co., secretary; S. George Little, president, General Features Corp., treasurer.

Eugene S. Thomas, sales manager, WOR, and Carroll B. Merritt, Chas. Scribner's Sons, were elected directors for two years.

KDKA Farm Hour 24

KDKA Pittsburgh observed Saturday the 24th anniversary of radio's first farm program which was inaugurated at request of the U. S. Dept. of Agriculture with market reports. Frank Mullen, now vice-president and executive manager NBC, gave up writing a farm column for Sioux City, Iowa, *Journal* to take charge and develop program. Today Agricultural Director Homer Martz conducts full farm hour daily.

TBA Directors Meet

TELEVISION Broadcasters Assn. will hold a board of directors meeting May 25 at the Huntingdon Valley Country Club in Philadelphia, with Philco Radio and Television Corp., of that city, as host. Program for the day includes a visit to the transmitter of WPTZ, Philco video station.

BLANKET BUFFALO WITH
WEBR
AND YOU COVER THE
WESTERN NEW YORK
MARKET AT
Lowest Cost!

HERE ARE THE FACTS: 65% of the population and 70% of the total retail sales of the eight-county area in Western New York are concentrated in metropolitan Buffalo . . . well within WEBR's primary service area.

Nationally Represented by Weed & Co.

BUFFALO Courier-EXPRESS STATION
WEBR
MUTUAL NETWORK

LEA GROUP STUDIES UNION FEE BILL

THE HOUSE Committee on Interstate & Foreign Commerce is working on a bill to prohibit collection of royalties on recordings, prevent unions from forcing a fixed quota of musicians on stations, eliminate the practice of standbys and do away with exclusive platter turners, Chairman Lea (D-Cal.) told BROADCASTING Friday. He said the full Committee will broaden the Vandenberg Bill (S-63), restricted to AFM interference with noncommercial cultural programs.

Senate action on the Bailey bill (S-754) to outlaw payment of royalties was seen with appointment of a subcommittee of the Judiciary Committee to hold hearings.

City College Radio and Business Conference Gets Under Way Tuesday

FIRST annual radio and business conference of the School of Business and Civic Administration of the City College of New York gets under way Tuesday morning May 22 at 10 a.m. in the auditorium of the School of Business with a session on "Radio program building," presided over by Harry N. Wright, CCNY President, and with Archibald M. Crossley, president of Crossley, Inc., as moderator.

Clarence M. Menser, NBC vice-president in charge of programs, will speak on "Programs Are for People," and will be followed by a panel discussion by Phillips Carlin, MBS vice-president in charge of programs; Robert T. Colwell, radio director, J. Walter Thompson Co.; Ted Cott, program director, WNEW.

Tuesday afternoon session, on "Measuring Selling Effectiveness of Radio," will feature addresses by Hugh N. Feltis, BMB president, on "Radio's First Uniform Coverage Plan," and S. E. Gill, director of research, Biow Co., on "Does Radio Sell? Techniques for Measuring Sales Effectiveness." Herschell Deutsch, radio supervisor, Grey Advertising Agency; C. E. Hooper, president, C. E. Hooper, Inc.; F. J. Knittle, manager, advertising and product research, Colgate-Palmolive-Peet Co.; Wilson J. Main, vice-president, Ruthrauff & Ryan, and A. C. Nielsen, president, A. C. Nielsen Co., will participate in the panel discussion. John Gray Peatman, associate dean, CCNY, will preside at the session and C. G. Mortimer, Jr., vice-president, General Foods, will moderate.

Lewis H. Avery, director of radio advertising, NAB, will disclose the results of the San Antonio experimental department store radio campaign conducted by the NAB for Joskes of Texas in a talk on "New Fields for Radio Advertising" to open the Wednesday morning session whose topic is "Radio Advertising Opportunities and Obstacles." Ordway Tead, chairman, board of higher education, New York City, will preside at the meeting and Earl Bunting, president, O'Sullivan Rubber Co., will moderate a panel discussion by Joseph D. Bohan, vice-president, Centaur Co. Division, Sterling Drug; Gordon Cates, vice-president and general manager, radio department, Young & Rubicam; Llewellyn Harries, manager, sales promotion division, National Retail Dry Goods Assn., and Bertram Lebhar, Jr., sales manager, WHN.

Robert A. Love, director, evening session, CCNY School of Business, and director of the conference, will preside at the final session on Wednesday afternoon, devoted to "Advancement in Commercial Television." Lyndon O. Brown of Palmer, Stewart, Brown & Associates, will report on "What the Public Expects," disclosing the results of a survey recently made by his company. A. Craig Smith, vice-president, Gillette Safety Razor Co., which currently sponsors televised boxing bouts two evenings a week, will tell "What the Sponsor Requires." Paul Mowrey, Blue television director, will speak on "What Will Open the Way: Production Costs and the Sponsor." Ira A. Hirschmann, vice-president, Metropolitan Television, will moderate the panel discussion, participated in by Gerald O. Kaye, advertising and promotion manager, Bruno-New York; Louis Tannenbaum, advertising manager, R. H. Macy & Co., and Lewis D. H. Weld, director of research, McCann-Erickson, Inc.

Programs and Promotion plans receiving CCNY awards [BROADCASTING, May 14] will be exhibited following each day's meeting.

Ohio U. Courses

COURSES in "the history, development and use of radio as a socializing influence", radio speech, radio news writing and editing, radio news practices, writing for radio, radio advertising, radio play production, radio management and a non-technical study of broadcasting mechanics are included in a curriculum developed by the School of Journalism of Ohio U. leading to a B. S. degree in journalism with a radio major. Actual operating experience on the staff of WOUB, the university's experimental radio station, is also given to the student radio newsman, along with his allied journalism and dramatic arts classes.

JOHNNY LONG

There was a time when Johnny Long and his band couldn't get a big time booking within 200 miles of New York. But once he hit New York's Paramount Theatre, Johnny and his crew made up for those lean years. Most of the band's members who played with Johnny when he first organized them at Duke University are still with him today.

Still climbing in popularity, Johnny and the band are a smooth musical aggregation, and their Decca recordings are always in demand.

I GIVE YOU MY WORD THE SAME OLD STORY	Dec. 3459
ACCIDENT'LY ON PURPOSE WALKIN' BY THE RIVER	Dec. 3660
I WISH I HAD A SWEETHEART	Dec. 4017
NIGHT WE CALLED IT A DAY	Dec. 4126
BREATHLESS	Dec. 4191

For complete listings of BMI-Licensed titles recorded by Long and other noted bandleaders and vocalists consult your BMI DISC DATA or write for this special service.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE NEW YORK 19, N. Y.

NEW YORK CHICAGO HOLLYWOOD

6-9 A.M. LISTENING SURVEYED BY PULSE

THE PULSE Inc., New York, reporting in the May 15 issue of *The Radio Audience*, on the extent of listening between 6 and 9 a.m., shows that during the first two hours the average audience is higher in the six winter months than in the summer, while for the 8-9 a.m. period, the summer figure is slightly higher.

Sets-in-use for 1944 averages 2.6 from 6-7 a.m., with 3.1 the average for the winter half and 2.2 for the summer half. Average sets in-use for entire year from 7-8 a.m. runs to 11.1, with the winter average 11.9 as compared to 10.3 for the summer half. Year-round average for 8-9 a.m. rises to 12.9, with 12.8 for winter and 13 for summer sets-in-use.

The Pulse finds that listening in the three-hour period surveyed is substantially higher in the last three months of the year than in the first three. Possibly the summer habit of getting up early is still more prevalent between October and December than between January and March, the report ventures by way of explanation.

In the year-round average Saturday listening from 6-9 a.m. is 25% less than on weekdays, with 6-7 a.m. scoring the greatest drop.

Listening in the Greater New York area experienced a greater drop from March to April, 1945, than for the same months in previous years back through 1942. April listening this year nonetheless surpassed the volume for the same month in previous years, with an index of 23.6, compared to 22.1 in 1944, 20.7 in 1943 and 19.6 in 1942.

WJMC Shift Granted

CONSENT was granted by the FCC last week to voluntary assignment of license of WJMC Rice Lake, Wis., from Walter C. Bridges, sole owner, to WJMC Inc., a new corporation of which Mr. Bridges is president and treasurer and 75% owner. Max H. Levine, local businessman with sales management experience, acquires quarter interest in the new firm for $5,000. He becomes vice-president. Mary G. Bridges is secretary.

PANTS SALE
SALE

"Didn't I warn ye not to let WFDF Flint broadcast thet spot announcement!"

Commentators Rise In Latest Hooper

Kaltenborn, Heatter, Thomas Among First Fifteen

H. V. KALTENBORN, Gabriel Heatter and Lowell Thomas appear in C. E. Hooper Inc.'s list of "first fifteen" network programs, in a report covering the first week in May, when listeners flocked to their sets for news building up to first V-E Day announcement May 7. During the news-packed period May 1 through 7 preceding the official announcement, May 8, the seasonal downward trend in listening was abruptly reversed, the report showing substantial increases in average sets-in-use and average audience rating over reports of two weeks, and a year ago.

Position of the three commentators, who have appeared in the "first fifteen" list before during the summer months only—is: Mr. Kaltenborn, 9th, Mr. Heatter, 12th and Mr. Thomas 15th. Walter Winchell, a "regular" on the list, is in 7th place.

Average sets-in-use figure is 32.6, an increase of 3 from the last report and of 5.6 from last year, according to the current report, dated May 15. Average audience rating is 9.6, up 0.6 from last report, up 0.8 from last year. *Radio Theatre* rated the highest sponsor identification index—88.7.

Fibber McGee and Mollie head the "first fifteen" list, nudging out Bob Hope from top position for the first time since Dec. 15. *Radio Theatre* ranks third, followed by *Screen Guild Players*, Joan Davis with Jack Haley, Bing Crosby, Walter Winchell, Charlie McCarthy, Mr. Kaltenborn, Hildegarde, *Mr. District Attorney*, Gabriel Heatter (Tuesday-Thursday), Abbott and Costello, Kay Kyser (1st half-hour), Lowell Thomas.

Nelson Eddy, Walter Winchell and Dinah Shore tied on the largest number of women listeners per listening set with 1.58, and *Great Gildersleeve*, for the first time, drew the largest number of children listeners, with 1.04. The Janero-Parrato boxing bout drew the most men listeners (1.10).

Tabulations of the "First Fifteen" and the number of listeners per listening set follow:

FIRST FIFTEEN* EVENING PROGRAMS—Fibber McGee & Molly, Bob Hope, Radio Theatre, Screen Guild Players, Joan Davis with Jack Haley, Bing Crosby, Walter Winchell, Charlie McCarthy, H. V. Kaltenborn, Hildegarde,** Mr. District Attorney, Gabriel Heatter (Tuesday-Thursday), Abbott and Costello, Kay Kyser (1st half hour), Lowell Thomas.

* Jack Benny 2nd Pacific Coast Broadcast changes his rank from 17th to 10th.

** Includes computed rating in East.

LISTENERS PER LISTENING SET:

	Women	Men	Children	Total
Blondie	1.34	0.89	0.96	3.20
Great Gildersleeve	1.42	1.04	0.66	3.12
Jack Benny	1.56	0.99	0.54	3.09
Kate Smith*	1.55	0.87	0.52	2.94
Grand Ole Opry*	1.46	0.90	0.58	2.94
Andrew Sisters**	1.53	0.82	0.57	2.92
Life of Riley**	1.47	0.84	0.61	2.92

*Tied for fourth place.

**Tied for fifth place.

SPECIAL BULLETIN . . Via wired network without paying metropolitan rates—a $7,000,000,000* RURAL MARKET available now thru Mississippi Valley Network

With Live Talent Programs, Reach the Ear of Mr. Farmer thru MVN's Wired Regional Network!

***7 BILLION DOLLARS**

is the annual income of the farms in the area blanket-covered by MVN. The states in this rich-and-ripe-for-sales market are: Illinois, Indiana, Iowa, Kansas, Michigan, Minnesota, Missouri, Montana, Nebraska, North Dakota, South Dakota and Wisconsin.

MISSISSIPPI Valley Network, operated by North Central Broadcasting System, offers without the cost of metropolitan rates an affluent agricultural market which has a total of **1,600,762 farm radio homes.** MVN is programmed exclusively for farm listeners . . . Mr. and Mrs. Farmer want to know briefly how the war news affects farming . . . want the latest Washington agricultural bulletins . . . want complete market reports . . . are vitally interested in weather forecasts and **local temperatures** . . . want live musical entertainment for early morning pep-up . . . MVN delivers this thru its 74 affiliated stations. No other REGIONAL network offers this exclusive early-hour farm audience.

AVAILABLE FOR SPONSORSHIP

6:00 AM Mississippi Valley Time (complete network)
7:00 AM Agriculture and the News
9:30 AM Features for "Mrs. Farmer"
12:15 PM News and the Farmer's Views

Contact any NCBS office for cost estimates
and further details

Mississippi Valley Network
OPERATED BY
NORTH CENTRAL BROADCASTING SYSTEM, INC.
JOHN W. BOLER, President

New York
8 East 41st St.
Lexington 2-6892

St. Paul, Minnesota
First National Bank Bldg.
Cedar 8579

Chicago, Illinois
360 North Michigan Ave.
State 0361

GATEWAY TO THE RICH TENNESSEE VALLEY

AFFILIATE
PAUL H. RAYMER CO.
National Representative

WLAC
50,000 WATTS
NASHVILLE

KWJJ
1000 WATTS
1080 KC
FULL TIME STATION
PORTLAND, OREGON
ABC NETWORK

STATION TIME
SPOT ANNOUNCEMENTS
CONTACT
Burn-Smith Company, Incorp.
551 Fifth Avenue
New York 17, N. Y.
307 N. Michigan Ave.
Chicago 1, Illinois
368 Chamber of Commerce Bldg.
Los Angeles 15, California

REACH THE WOMEN OF THE OHIO VALLEY WITH....
Olive Kackley
50,000 WATTS CBS
WCKY
THE L.B. Wilson STATION

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

ACTIONS OF THE FCC

MAY 12 TO MAY 18 INCLUSIVE

Decisions . . .

ACTIONS BY COMMISSION

MAY 15

1240 kc WJMC Rice Lake, Wis.—Granted vol. assgn. license from Walter C. Bridges to WJMC Inc.

1450 kc KEUB Price, Utah—Granted authority to change call to KOAL.

NEW-1240 kc Midwestern Broadcasting Co., Cadillac, Mich.—Granted request to assign call WATT to new station authorized 4-17-45.

NEW-1400 kc Charles P. Blackley, Staunton, Va.—Adopted memorandum opinion ordering issuance CP pursuant to FCC Order 12-19-44 authorizing conditional grant new station 250 w unlimited (WSTN).

NEW-1240 kc Herman Anderson, Tulare, Cal.—Adopted memorandum opinion ordering reinstatement CP new station 250 w unlimited, granted conditionally 12-5-44 and set aside 12-12-44.

NEW-Journal Co., Milwaukee—Granted CP new developmental broadcast station to be located at site of WMFM; frequencies and power to be assigned by FCC. Emission: AO and special for FM.

NEW-46.5 mc WIBG Philadelphia—Granted request to change call new FM station from WLBG to WIBG-FM.

Following stations granted license renewal for period ending 5-1-48: **WCAZ KGDM KSL WQXR** (main & aux.) **KEX** (Comdr. Durr voting for temp. license and further inquiry).

1160 kc KSL Salt Lake City—Granted extension special service authorization to operate with two F-T tubes instead W-E tubes in last stage for period in which Order 107 is in effect.

620 kc WCAX Burlington, Vt.—Granted license renewal for period ending 5-1-46 (Comdr. Durr voting for temp. license and further inquiry).

1230 kc WIBX Utica, N. Y.—Granted license renewal for period ending 2-1-46 (Comdr. Durr voting for temp. license and further inquiry).

1360 kc WTAQ Green Bay, 1230 kc WHBY Appleton, Wis.—Granted petition requesting finding that operation of stations is not in conflict with Sec. 3.35 and granted license renewal for WHBY for period ending 2-1-46 and WTAQ for period ending 11-1-45.

1110 kc KPAS Pasadena, 1020 kc KFVD Los Angeles—Adopted orders for cancellation of hearing on license renewal applications and removed from hearing docket. Applications were designated for hearing re Sec. 3.35.

Following stations granted license renewal for period ending 8-1-46: **WMFG KGBS WEBQ WBBL KICD.**

47.1 mc WBAM New York—Granted license renewal for period ending 6-1-46 subject to changes which may result from proceedings in Docket 6651.

47.5 mc WABF New York—Same.

47.1 mc WSBF South Bend, Ind.—Same.

44.7 mc WBCA Schenectady, N. Y.—Same.

ADMINISTRATIVE BOARD ACTIONS

MAY 14

NEW-1490 kc Ewing Broadcasting Co., Jackson, Miss.—Granted license to cover CP new standard station 250 w unlimited (WJXN); conditions.

NEW-1050 kc Washtenaw Broadcasting Co., Ann Arbor, Mich.—Granted license to cover CP new standard station 250 w unlimited (WPAG); conditions.

NEW-WAPI Birmingham, Ala.—Granted license to cover CP new developmental broadcast station 250 w; frequencies to be assigned by FCC; conditions.

The Connecticut Television Co., Booth Hill, Conn.—Placed in pending file application for CP new TV station.

State Teachers College, West Chester, Pa.—Placed in pending file application for CP new noncommercial educational station.

Robert F. Wolfe Co., Fremont, O.—Placed in pending file application for CP new FM station.

Hudson Broadcasting System, Mt. Vernon, N. Y.—Same.

Hagerstown Broadcasting Co., Hagerstown, Md.—Same.

The Haverhill Gazette Co., Haverhill, Mass.—Same.

Mark K. Wilson, Chattanooga, Tenn.—Same.

Augusta Broadcasting Co., Augusta, Ga.—Same.

Myles H. Johns, Milwaukee—Same.

ACTIONS ON MOTIONS

MAY 16

KHQ KGA Spokane, Wash.—Granted joint petition for continuance of hearing on applications for license renewal set 5-18-45 and continued same to 6-18-45.

KOMO KJR Seattle, Wash.—Granted motion for continuance hearing now set 5-16-45 on a license renewal applications; continued same to 7-16-45.

Midwest Broadcasting Co., Milwaukee—Granted petition for leave to intervene and enlarge issues re application of WREN for CP increase power N. move trans. etc.

Murry Mester and Meyer Mester—Granted motion requesting postponement of oral argument set 5-23-45 on FCC's proposed findings of fact and conclusions 3-27-45 re consent to transfer control of WOV from Arde Bulova and Harry D. Henshel to Murry and Meyer Mester; postponed said argument to 6-13-45.

Tentative Calendar . . .

MAY 23

WOV New York—Oral argument on transfer of control.

MAY 21

WMC Memphis—License renewal.

Applications . . .

MAY 14

1370 kc WSAY Rochester, N. Y.—License to cover CP as mod. for change assignment, install DA-DN.

NEW-43.9 WJLS Beckley, W. Va.—CP new FM station, 25,020 sq. mi., $51,110 estimated cost.

NEW-47.9 mc WBTM Danville, Va.—CP new FM station, 15,100 sq. mi., $45,000 estimated cost.

NEW-42.1 mc Pennsylvania State College, State College, Pa.—CP new noncommercial educational station, 10 kw, special emission for FM.

970 kc WFLA Tampa, Fla.—Acquisition of control by A. W. Curry and R. Keith Kane, trustees under will of John Stewart Bryan, deceased, D. Tennant Bryan, John Stewart Bryan Jr., and Amanda Byran Kane thru purchase 106 sh common stock by A. W. Curry and K. Keith Kane, trustees from J. S. Mims, Turman Green, J. C. Council, H. L. Mims, Charles Frank, H. Hamilton and George P. Webb.

NEW-Channel 4 KGW Portland, Ore.—CP new commercial TV station, ESR 677.

MAY 17

1290 kc WKNE Keene, N. H.—Acquisition of control by M. S. Wilder thru purchase 190 sh new common stock (38%).

1400 kc WCNC Norfolk, Va.—CP move trans. and studio from Elizabeth City, N. C. to Nofolk, Va., amended to change proposed trans. site.

NEW-45.7 mc Orlando Daily Newspapers, Orlando, Fla.—CP new FM station, 8,000 sq. mi., $60,000 estimated cost.

NEW-48.1 mc William Henry Alford, Winston-Salem, N. C.—CP new developmental broadcast station, 160.7 w. A3 and FM emission, amended to change emission to A0 and A1.

1400 kc KRKO Everette, Wash.—Acquisition of control by William R. Taft and Archie G. Taft thru transfer 35 sh common stock from Lee E. Mudgett to William R. Taft.

MAY 18

620 kc WIBZ Bangor, Me.—Mod. license to change from DA-DN to DA-N.

NEW-48.1 mc The Akron Radio Corp., Akron, O.—CP new FM station, 10,000 sq. mi., $44,800 estimated cost.

COMMISSION CLEARS TWO DUOPOLY CASES

TWO of the remaining few duopoly cases were disposed of last week when the FCC granted license renewals to WTAQ Green Bay and WHBY Appleton, Wis., and KPAS Pasadena and KFVD Los Angeles. The Commission held there was no conflict with the multiple ownership rules in the Wisconsin outlets, both licensed to WHBY Inc.

Since the FCC granted transfer of control of KPAS to Wesley I. Dumm, president of Associated Broadcasters Inc. [BROADCASTING, Oct. 30, Dec. 25, 1944], there no longer exists a duopoly question inasmuch as J. Franke Burke, principal owner of KFVD, sold his interest in KPAS to Mr. Dumm.

Continuances were granted two licensees of four other stations by Commissioner Charles R. Denny Jr., motions chairman, to permit completion of negotiations now pending. They involved KHQ and KGA Spokane, licensed to Louis Wasmer Inc., and KOMO and KJR Seattle, licensed to Fisher's Blend Station Inc.

Raytheon Seeks Site

RAYTHEON MFG. Co., Waltham, Mass., manufacturers of electronics equipment, is negotiating with Waltham Park commissioners to lease a site in Prospect Hill Park as the location for an FM and television station, for which applications have been filed with the FCC. The Mayor of Waltham, in a report to the City Council, recommended granting preference for the site to Raytheon as one of the largest local post-war industries. Raytheon plans to include video and FM transmitters in one power room at the station and to construct a large room with glass partition enabling the public to view station operations.

WBNS
BRINGS HOME THE BACON!
CENTRAL OHIO'S ONLY CBS OUTLET
ASK ANY BLAIR MAN OR US

MEN IN SERVICE, formerly employed by WRC Washington, were greeted by Carleton D. Smith, general manager, at annual party. Group includes (l to r) Pfc. Bernard Balsh, music rights office; Mr. Smith; Lt. John Hogan, engineer; Lt. Walter Godwin, engineer; Lt. John Hurley, announcer, shaking hands with his boss; Lt. John Stetson, engineer.

OVALTINE CHARGED WITH FALSE CLAIMS

FALSE and misleading representations in radio and other advertising concerning Ovaltine were charged by the Federal Trade Commission last week in a complaint against the Wander Co., Chicago, which operates a factory in Villa Park, Ill.

The Commission denied the company's claims that consumption of the beverage reduces the emptying time of the stomach, increases weight, corrects nervous conditions, stimulates appetite, aid in digesting milk and starchy foods, enables one to successfully fight off colds and sore throat, assures good eyesight, builds muscles, enables one to wake up "feeling fresh, vital, vigorous and buoyant", etc.

The complaint also charged as false the representation that loss of appetite is due to lack of vitamin B_1 which Ovaltine supplies in sufficient quantity to correct; that three out of four people have developed symptoms of fatigue, underweight and nervousness as a result of vitamin and mineral deficiency; that human health and well-being require vitamins and minerals over and above that found in a well-balanced diet.

Mutual Co-Ops Sold

REPORTING the sale of five Mutual cooperative programs in just two hours, R. B. McAlister, general manager, KICA Clovis, N. Mex., explains it this way: "What's behind this sudden success in our selling Mutual's cooperative programs? In the first place, we made our first concerted effort to sell them. Secondly, we had carried most of the programs sustaining long enough for them to stand on their own merits. Finally, we've selected sponsors whose products are sold to the persons who are interested in the broadcasts they sponsor."

HARLEY B. LEWIS, manager, Kolynos Division, Home Products International Ltd., New York, has been elected president, and chairman of the board of the Export Adv. Assn., succeeding Robert H. Otto, vice-president, Export Adv. Agency. William J. Reilley, advertising manager, international division, RCA Victor Division, was elected vice-president and a director. Arthur A. Kron, secretary-treasurer and timebuyer of Gotham Adv., becomes treasurer and director. Walter B. Bickford, Export Trade and Shipper, was reelected secretary.

RIP VAN WINKLE SLEPT FOR 20 YEARS . . .

Probably because he couldn't tune in WKNY, serving the rich Hudson Valley and the popular Catskill Mountain Vacationland.

You'll find Manager Lou Steketee, wide-awake, on the job, ready to offer you a friendly hand for lots of business from this Friendly Station.

WKNY MUTUAL KINGSTON, N. Y.

For further details on WKNY—write LOU STEKETEE, Kingston, N. Y.
For further details on the other Friendly Group Stations, write
JOHN LAUX, Managing Director "THE FRIENDLY GROUP", STEUBENVILLE, OHIO

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STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y

THE FRIENDLY GROUP

Foreign Newsmen Shifted by Nets

Coverage Stresses European Capitals and Pacific War

NOW THAT the fighting is over in Europe, networks are shifting their foreign correspondents, placing emphasis on coverage of major European capitals and the war in the Pacific.

NBC, however, will keep its present staff in Europe, adding Louis P. Lochner as Berlin correspondent "if and when facilities are available," according to William F. Brooks, NBC director of news and special events. NBC's line-up will be: Paul Archinard and Roy Porter, France; Max Jordan, Switzerland; Grant Parr, Rome; Sven Norberg, Stockholm; Frank O'Brien, Cairo; Bjorn Bjornson, Copenhagen and Oslo; W. W. Chaplin, European roving assignment; Robert Magidoff, Moscow and coverage from the Balkans as soon as permitted to establish a bureau; Stanlev Richardson, Ed Haaker and Chester Morrison, London. John MacVane and David Anderson are to get a U. S. furlough before reassignment and Guthrie Janssen, now in this countrv, is scheduled to return to the Mediterranean area.

Paul White, CBS news broadcasts director, said his network will return a number of its war correspondents for furloughs and reassignment, some to Europe and others to the Pacific. First three due in the States are Bill Downs, Larrv Lesueur and Bill Slocum Jr. Mr. Slocum, who has been on leave as CBS special events director, will return to that post and resume as co-author of *Report to the Nation*, sponsored by Continental Can Co. Next to return will be Gill Shadel and Charles Shaw. CBS staffers remaining in Europe will be: Edward R. Murrow, European news chief; and Douglas Edwards, both in London; Charles Collingwood, Paris; Richard Hottelet, Germany; Winston Burdett, Rome; Howard K. Smith, European roving correspondent; and Farnsworth Fowle, Moscow.

Mutual will send John Thompson to Paris and Paul Manning from Paris to London. In the Pacific, the network will have Don Bell, Leslie Nichols, Bob Brumby, Jack Mahon and Cedric Foster, who is being sent to Manila from Boston.

Blue plans to bring home George Hicks and Gordon Fraser, for furloughs pending reassignment. Herbert Clark will stay in Europe as roving correspondent and John Bryson will go to Norway for a few weeks.

Erwin-Wasey in Seattle

ERWIN, WASEY & Co., New York, has announced the opening of an office in Seattle, Wash. in the White-Henry-Stuart building.

MEMO

Must Contact

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Salisbury, Md.

One of America's

Finer Stations

MUTUAL BROADCASTING SYSTEM
MARYLAND COVERAGE NETWORK

YOU ARE IN
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WHEN YOU
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LOS ANGELES
710 Kc - 10000 WATTS
THE WEST'S GREATEST INDEPENDENT
National Sales Representative • Paul H. Raymer Company

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350 Madison Ave.
New York

WIBW has developed America's most successful radio selling technique—"reasons why" delivered as the recommendation of one friend to another.

WIBW The Voice of Kansas in TOPEKA

Classified Advertisements

PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Operator-announcer. First class radiotelephone license. Must be capable of news and commercial announcing. For regional NBC station in western city of 25,000. Good postwar future. Box 932, BROADCASTING.

First class engineer wanted for 250-watt Indiana Blue Network station. Permanent job for right man. State full particulars and salary expected in first letter. Box 399, BROADCASTING.

Texas kilowatt Blue-Mutual desires improve its Hooper. Want program man who knows how. Tell all. Box 576, BROADCASTING.

Wanted — Announcer - newscaster with reasonable experience. One who can assist in production. Progressive CBS affiliate Central New York. Basic $47.50 for 40 hour work week. Box 602, BROADCASTING.

Wanted—First class operator for basic supplementary network station in midwest. Box 603, BROADCASTING.

Wanted—First class engineer, experienced in studio operation, transmitter, recording and maintenance. Excellent working conditions, forty hours, good pay, 250 watt Blue Network affiliate located in fine city of 50,000. Apply Box 616, BROADCASTING.

Announcers—Two first class announcers for NBC affiliate in Louisiana. Salary $66.00 per week. Write complete details. Box 626, BROADCASTING.

Commercial manager wanted for network station large New England market. This job requires man who can direct good sales staff and build more local business. Will also be station contact for national reps and must be able to handle availabilities through traffic and program departments smoothly, accurately and speedily. Prefer man who knows New England advertisers and agencies, and with some experience handling national spot business other markets. Essential that he be able to work harmoniously with other department managers in a teamwork organization that is going places. Substantial salary basis to start, with future earnings dependent upon results. In replying, please give details, including complete experience, references and salary requirements. Our staff knows of this advertisement. Box 631, BROADCASTING.

Wanted chief engineer for new station in Pennsylvania. Must be high type man. All letters held confidential. Write Box 636, BROADCASTING.

Wanted—Announcers, engineers, program director for new 250 watt station in Pennsylvania. Write Box 637, BROADCASTING.

Chief engineer. Capable of taking complete charge of all engineering operations of five kw midwestern network affiliate. Must have proven record of experience in operations maintenance, personnel supervision and be able to supervise post war FM development. Permanent position with real future. State full particulars about yourself including experience, age, draft status, when available and salary expected. Enclose small photo. All replies confidential. Box 645, BROADCASTING.

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Engineers—Three needed at once. One for cleared channel transmitter. Two for studio, including relay broadcast and FM operation—midwest. Send full particulars. Statement of availability from United States Employment Service required. Box 664, BROADCASTING.

Announcer. Must be experienced in handling news. Major and regional network 250 watt station. Middlewest. Excellent working conditions, congenial staff. Permanent position for right man. Good salary plus bonus. Write or wire Box 665, BROADCASTING.

Two first class engineers—Excellent opportunity. Working conditions pleasant. Permanent, 1 kw Blue station. 40 hours. Living cost below average. Will consider one second class man. WTJS, Jackson, Tennessee.

Help Wanted (Cont'd)

Announcers—Two experienced announcers. Permanent. 1 kw Blue station. 40 hours. Living cost below average. Give complete details first letter. WTJS, Jackson, Tennessee.

Want announcer versatile enough to MC Hillbilly and do newscasting. Send transcription and details to WORD, Spartanburg, S. C.

New Blue Network station has immediate permanent opening for announcer-newscaster. Send full qualifications and disc to Harold M. Cook, WHOT, South Bend, Indiana.

Texas station desires junior announcer. Tell all. Box 668, BROADCASTING.

Combination promotion and script writer to handle general station promotion and market statistics, also to assist copy department in writing announcements and programs. Permanent position progressive southern station. Box 669, BROADCASTING.

Announcers wanted by new station, experienced. Write, wire or telephone qualifications, references and draft status. Immediate openings. Program Director, WPAG, Ann Arbor, Michigan.

Help wanted—3 engineers holding first phone licenses. Network station located in middlewest. Opportunity for advancement for men qualified. Reply, North Central Broadcasting System, Inc., 360 N. Michigan Ave., Chicago 1, Ill.

WHBU, Anderson, Indiana, needs experienced all round announcer. Send qualifications immediately. Wire or mail with audition disc to follow.

Wanted—By 5000 watt CBS midwest station. First class announcer capable of doing newscasts and production. Box 670, BROADCASTING.

Help wanted—1000 watt midwestern station needs chief engineer. This is progressive station planning AM and FM post war expansion. Write salary wanted and when you can take over. Box 671, BROADCASTING.

Wanted immediately — Operator - announcer with first class ticket. 250 watt network station in Pacific Northwest city. In reply give full details and audition record if possible. Address Box 672, BROADCASTING.

Manager for local station, middlewest city of over 100,000. Desire man who is sound, with down-to-earth policies. Write giving full details. Box 673, BROADCASTING.

An announcer wanted immediately for permanent general staff work. Also, one for vacation relief. Metropolitan network station in Philadelphia. Box 681, BROADCASTING.

Situations Wanted

Announcer, 5 years experience on 5 kw net affiliate. News, music, drama, production. Woman. Box 583, BROADCASTING.

News editor. 4 years experience editing and broadcasting news. 5 years 5 kw experience. Woman. Box 584, BROADCASTING.

Musical director. Can go anywhere. Expert at copyright clearance, programming, transcribed, live music, care of transcription and record libraries. Also, play Hammond or pipe organ as theme, B. G., variety or straight musical show. 2A (F), 30, married. 5 years experience. Box 627, BROADCASTING.

Announcer—3rd class engineer. Network experience. 27 years old. Married. Veteran World War II. $60.00 minimum. Box 648, BROADCASTING.

Manager who can keep station at peak of efficinency. Please send details. Box 649, BROADCASTING.

Chief engineer—California preferred. First telephone, telegraph licenses. Married, reliable. Box 650, BROADCASTING.

Operator—First class license, experience. Desires permanent position. N. Y. or Frisco and their vicinity preferred. Box 652, BROADCASTING.

Experience can save money for you, establishing and constructing your station. All details handled in most reasonable manner and at your direction. Have built and established two "war time" stations. Box 663, BROADCASTING.

Situations Wanted (Cont'd)

Young man, 32, 4F. Ambitious. Desire position with executive post in mind. Five years experience. Continuity editor, program assistant. Announcer including general staff, commercial; sports, including play by play, M. C., news and commercial transcriptions. Now working key network station. Present salary $80.00 per week. Replies confidential. Box 651, BROADCASTING.

Announcer-producer. Six years radio. Desire change from radio assistant professorship (announcing, writing, acting, directing, production) in large southern college to commercial radio. Formerly announcer-producer on 5 kw. A.B., M.A. degrees speech, drama. Age 27, 4F, married, child. Permanent position, $65.00 weekly minimum. Box 655, BROADCASTING.

Dramatic script writer—Desire position with free hand at writing for dramatic production. Box 656, BROADCASTING.

Transmitter engineer—Thoroughly capable and experienced. Telephone first, IC. Want permanent job with network station. Available immediately. Box 657, BROADCASTING.

Recently discharged veteran desires position as announcer. Pleasant voice, good education. Experienced vocalist with orchestra, plays guitar and bass. Box 658, BROADCASTING.

Engineer—First phone, 38, married, 5 years broadcasting, 17 years amateur. Prefer chief engineer position, give details. Box 659, BROADCASTING.

Control room operator—5 years experience control, recording, remotes and maintenance. War II veteran. Available at once. Box 660, BROADCASTING.

Continuity or promotion. Offer four years experience writing and production every type of show, also program and station promotion. College graduate, discharged veteran, 28. East preferred. Box 662, BROADCASTING.

Announcer available. Two years experience. 24 years old. Draft 2AF. Best references. Need two weeks notice to present employer. Write Box 674, BROADCASTING..

Available—Young lady, ten years radio writing and advertising experience desires opportunity in copywriting. Agency or station. Full or part time. Salary moderate. Write Box 675, BROADCASTING.

Engineer—Capable young family man desires position as chief engineer. 50 kw network experience in all phases radio. Exceptional transmitter service. Some administration. Television training. Prefer midwest. Please contact Box 676, BROADCASTING.

M. C.—announcer. Sober, hard worker, with sound program sense learned in a 250 watt station desires hard-working position in New York City. 4F. Box 677, BROADCASTING.

Writer, experienced. Dramatic scripts and commercial copy. Have written network material. Creative. Industrious. College trained. 4F. Larger cities preferred Box 678, BROADCASTING

Promotion, public relations man. Five years experience, just out of Air Forces on point system. Married. Permanent only. Minimum $3000 a year. Box 679, BROADCASTING.

Advertising woman—Copywriter: radio, publications. No novice; experienced as account executive. Research, media, fashion background. Cooperative worker. New York City agency connection desired. Freshly imaginative, but can write factual copy well. Would also make good advertising manager for manufacturer introducing new line of products for women. Box 680, BROADCASTING.

Wanted to Buy

Wanted—FCC approved frequency and modulation monitors. Other 250 watt station equipment. Cutting mechanism for type RCA OR-1 transcription tables. Box 600, BROADCASTING.

Veteran desires purchase western local. Box 666, BROADCASTING.

For Sale

For sale—Western Electric 618-A3 and two 630-A microphones. New. Make offer. Box 653, BROADCASTING.

Tower—Immediate delivery. New Stachy 150' self-supporting radio tower with insulators and obstruction lights; crated as received from factory. Will ship immediately at your expense upon receipt of $2950. Phone Lexington 7808, James Duff, Radio Station WITH, Baltimore, Maryland.

For Sale (Cont'd)

For sale—2 RCA pack transmitters for broadcast remotes (new). 4 delux Andex pickups and tone arms, complete. 1 model K Presto recorder complete less mike. Make offer to Mrs. J. H. Orr, Opelika, Ala.

For sale—Cornell Dubilier condensers—9 PL—316-51 20,000 v. .00015 MFD—3 PL—262-51 10,000 v. .0008 MFD. Howard Van Jepmond, 165 N. Michigan, Chicago.

Here Is a Good Permanent Job

FOR A COMMUNICATIONS EXPERT

You may be interested in this permanent position with a long established, progressive radio school. The job is open right now—but we will hold it, for the right man, until he can be released from his war job.

To qualify for this position, you should be a college graduate with engineering and operating experience in Radio communications. Experience teaching Radio subjects will be an advantage—and experience in writing instruction manuals clearly, interestingly is essential.

Get in touch with us now. Let's see if we can come to a mutual understanding so you can start with us the day you are available.

Tell us all about yourself—your education and experience—your ambitions—your salary requirements. We will hold your letter in strict confidence.

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CHICAGO 4, ILL.: 228 S. Wabash Avenue

HELP WANTED

Experienced announcers, good salary, promotions, model station.
Communicate immediately.

WBOC
Salisbury, Maryland

Capt. Clifford W. Speer

CAPT. CLIFFORD W. SPEER, 42, war correspondent engineer of Canadian Broadcasting Corp., Toronto, died in London May 11 following a traffic accident while in charge of a CBC mobile broadcasting van. He had been serving overseas for the past year with CBC Overseas Unit in Italy, Holland, Germany and England. Prior to going overseas he was supervising engineer of CJBC Toronto.

PLANS of KGFJ Los Angeles to move studios and executive offices to Hollywood are being held up as result of a fire which swept through proposed new headquarters at 6314 Sunset Blvd.

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At Deadline...

V-E DAY LISTENING UP SHARPLY, CAB FINDS

V-E DAY (May 8) listening was up 210% in the morning, 67% in the afternoon and 4% in the evening in comparison with the comparable Tuesday (May 9) of the previous year, according to figures released May 2 by the Cooperative Analysis of Broadcasting. Compared with April 17, last previous Tuesday survey by CAB, V-E Day audiences were up 166% in the morning when President Truman broadcast his official proclamation of the end of the war in Europe, up 55% in the afternoon and up 7.5% in the evening. Individual programs in the early evening had increased audiences, but late evening programs lost listeners, CAB reports, even such popular programs as *Fibber McGee & Molly* dropping from 24.6 on April 17 to 18.8 on May 8, and Bob Hope from 24.1 to 20.8.

EXPERIMENTAL VIDEO STARTS IN WASHINGTON

TRANSMITTER of experimental television station W3XWT Washington is operating on a temporary basis, making preliminary tests to determine field strength and propagation data for Washington and the surrounding territory. W3XWT is operating on channel 1, 50-56 mc, with a temporary antenna structure atop the Harrington Hotel, where the station has rented space on the top floor, and will construct a permanent antenna as soon as WPB permission is obtained. Station is owned by Allen B. DuMont Laboratories, also operator of video station WABD New York. Dr. Thomas T. Goldsmith Jr., DuMont director of research, is in charge of the field tests.

McDONALD HAPPY

CONFIDENT the forthcoming FM tests will prove the wisdom of assigning that service to the lower frequencies, Comdr. E. F. McDonald Jr., president, Zenith Radio Corp., Chicago, who has vigorously opposed moving FM upward, issued the following statement after allocations above 25 mc were announced: "I am delighted by the FCC's wise decision to conduct tests to determine the best wave band for FM. . . . I am confident that these tests will indicate the desirability of assigning FM to the 50-68 mc band, rather than the alternatives of 68-86 or 84-102 mc. . . . Selection of the 50-68 mc band will save the public millions of dollars in the purchase of new radios. If FM cannot use the 50-68 mc band, then certainly television cannot because television is much more susceptible to interference than is FM."

WLS HONORED

WLS CHICAGO, key station of the Blue, and *Christian Science Monitor*, have been selected as national winners in their respective fields of $500 gold medals offered by the National Board of Fire Underwriters for outstanding service to fire prevention education during 1944. WLS is cited for continued efforts in behalf of rural fire prevention. Stations figuring in the finals, and who received national honorable mention, are KGW Portland, Ore.; KMTR Hollywood; WLW Cincinnati; WPAR Parkersburg, W. Va., and WOW Fort Wayne, Ind. Special citation goes to WGAR Cleveland.

25 ENGINEERS ASKED TO ASSIST IN FM TESTS

GEORGE P. ADAIR, FCC chief engineer, late Friday invited 25 industry engineers to attend meeting at 10 a.m. Thursday (May 24) in Room 2232, FCC headquarters, and serve on a joint industry-Commission committee to make engineering tests in three proposed FM bands (see earlier allocations story, page 13). All engineers interested are asked to attend, whether invitations were received or not.

Those invited include: Maj. E. H. Armstrong, FM inventor; Dr. W. R. G. Baker of GE, RTPB chairman; Dr. D. E. Noble, Galvin Mfg. Corp.; Dr. T. T. Goldsmith Jr., DuMont Labs.; Raymond Guy, NBC; William B. Lodge, CBS; D. B. Smith, Philco; C. M. Jansky Jr., chairman, RTPB Panel 5 (FM); Everett Dillard, Commercial Radio Equipment; Dr. H. H. Beverage, RCAC; Dr. C. R. Burrows, National Defense Research Council; G. F. Leydorf, Crosley Corp.; Cyrus T. Read, Hallicrafters; D. C. Summerford, WHAS; A. Earle Cullum Jr., Radio Research Lab.; J. R. Poppele, WOR; Frank Marx, Blue; Dr. H. W. Wells, Carnegie Institute; G. E. Gustafson, Zenith; Frank A. Gunther, Radio Engineering Labs.; George Lang, WGN; Carl H. Wesser, WENA; Robert Higgy, WOSU; Irving Robinson, Yankee Network; Philip Laeser, WTMJ-WMFM.

MBS IN CINCINNATI

ARRANGEMENTS for mutual programs to be broadcast by WCPO and WLW Cincinnati have been worked out by the network and those stations, to begin June 1, when WKRC, current Mutual outlet in that city, switches its affiliation to CBS. WCPO, with no regular network affiliations, will carry the bulk of the Mutual business, while WLW, which formerly carried some Mutual programs in its schedule, will take certain periods. Programs are being placed with WCPO and WLW on a spot basis in 13-week cycles as an interim arrangement.

Closed Circuit

(Continued from page 4)

the work of J. Leonard Reinsch, Presidential radio adviser and managing director of the Cox radio stations.

RADIO FOLK are calling Thursday, May 17 "the day of no decision". It was then that the FCC announced its final allocations above 25 mc with FM designations held in abeyance. It was then, too, that the NAB Board of Directors meeting in Omaha failed to select a successor to President J. Harold Ryan.

BROADCASTERS are pondering report that Canadian Broadcasting Corp., Dominion-owned system operating commercially, has suggested informally that maximum broadcast power be limited to 50 kw on North American continent. If concurred in by U. S., Mexico and Cuba, this would spell doom to hopes of clear channel stations in these countries for substantially increased output under forthcoming clear channel reallocation and revision of the Havana Treaty (now scheduled to run until March 29, 1947). Canadian Assn. of Broadcasters has expressed no view on power limitation.

People

LT. ROBERT H. McILWAINE, USNR, former CBS, J. Walter Thompson Co. and Lord & Thomas writer, has been made head of Navy Special Activities. Veteran of the North African, Sicily and Salerno invasions as senior gunnery officer and winner of the Silver Star and Secretary of the Navy citation, he was with Radio Section, Navy Public Relations, before present assignment.

CHARLES B. HOFMAN, until recently in the research department of Biow Co., New York, has joined the New York office of Sherman & Marquette Inc. as director of media and research. He replaces W. R. Denning, now in the Army.

HENRY E. ABT has resigned as director of promotion of the National Industrial Information Committee, National Assn. of Manufacturers, to become managing director of Brand Names Research Foundation, effective June 1.

MYNOR P. PAYNE, assistant transformer division engineer, Federal Telephone & Radio Corp., Belleville, N. J., will do graduate work in electrical engineering at N. Y. U. on a Julius Rosenwald fund fellowship.

KARL SUTPHIN, sales promotion manager of Blue central division, was inducted into the Army last week and is stationed at Fort Sheridan, Wyo., as a private.

GEORGE D. TONS, after a year on the sales staff of KDKA Pittsburgh, has been appointed manager of that department.

HAL SHAW, former program manager of WSPA Spartanburg, S. C., is now with WORD Spartanburg as assistant manager.

D. M. (DAVE) GREENE, connected with the sales staff of KQW San Francisco since 1943, has been named sales manager of the CBS affiliate.

KATHRYN CRAVENS, commentator for WOL Washington, has left for overseas.

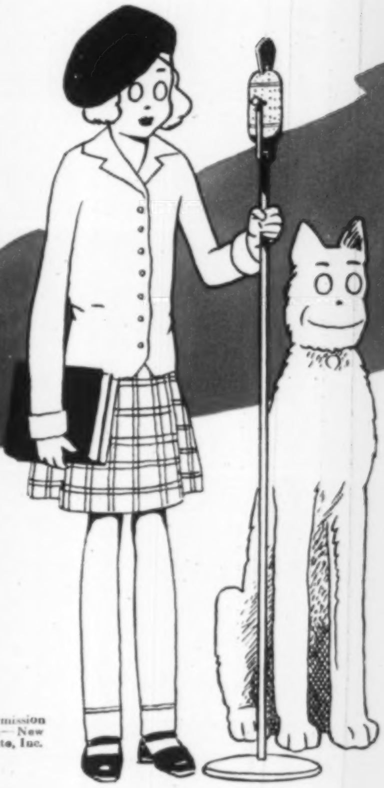
HUBBARD PROTESTS AWARD

AT DEADLINE Stanley Hubbard, owner, KSTP Minneapolis-St. Paul, told BROADCASTING that the announcement of the Ohio State U. Institute for Education by Radio award to WCCO Minneapolis for the program *The March of Minnesota* (see page 22) was incomplete. The program, Mr. Hubbard said, originated at WCCO studios. He said program was developed by committee of which he, Mr. Hubbard, was chairman; that writer, Philip Gelb; musical production director, Leonard Leigh, and Richard Kothe, announcer, all were staff members at KSTP. He said KSTP terminal connections were used to pipe program to statewide network. Producer, he said, was Harold McGee of BBDO, New York. Earlier story in this issue was taken from Ohio State U. release.

MARKET FOR 5 MILLION SETS

AN IMMEDIATE market for 5,000,000 radio sets was disclosed last week by the Office of Civilian Requirements, WPB, in preliminary returns from probably its last annual survey of consumer requirements. General demand for appliances is higher than in any previous year. Demand for radios has doubled since last year's survey, OCR found.

●ADVERTISING MUST PACE PROGRESS



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Little Orphan Annie

Put MILLIONS of Salesmen to Work!

WHEN Little Orphan Annie first went on the air for Ovaltine in 1931 (via: Blackett-Sample-Hummert), she brought with her a sales technique new to the networks. She offered premiums for box tops and dimes, and thus overnight put millions of children to work as salesmen for Ovaltine. Little Orphan Annie materially shortened the gestation period of advertising results. Her idea was- *Tops!*

ADVERTISING Must Again Speed Sales in the DISTRIBUTION DECADE!

ACTION will be the keynote of the Distribution Decade—after Victory. Products will have to move fast between factory and consumer to keep life-giving dollars flowing through the Nation's bloodstream. And on Advertising and the men who administer it will rest much of the burden of increasing the commercial tempo!

For when Peace comes, there will be an abundance of productive facilities, of manpower, of money for buying machinery and materials. The problem will be to distribute merchandise in quantities great enough to keep this vast industrial system operating. Experts estimate that this will require an increase of at least 40% in consumption over pre-War levels!

Agency men everywhere are applying themselves to the responsibilities and opportunities that will be theirs in the Distribution Decade.

So is the Nation's Station. When the time comes, we will be ready to help you do a better post-war job for your clients in the vast four-State market that is WLW-land.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION